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NBC TELEVISION NETWORK



NEWS

October 1, 1959 - *See*

JASON ROBARDS JR. AND EILEEN HECKART WILL CO-STAR WITH
JULIE HARRIS AND CHRISTOPHER PLUMMER IN COLORCAST
OF "A DOLL'S HOUSE" ON "HALLMARK HALL OF FAME"

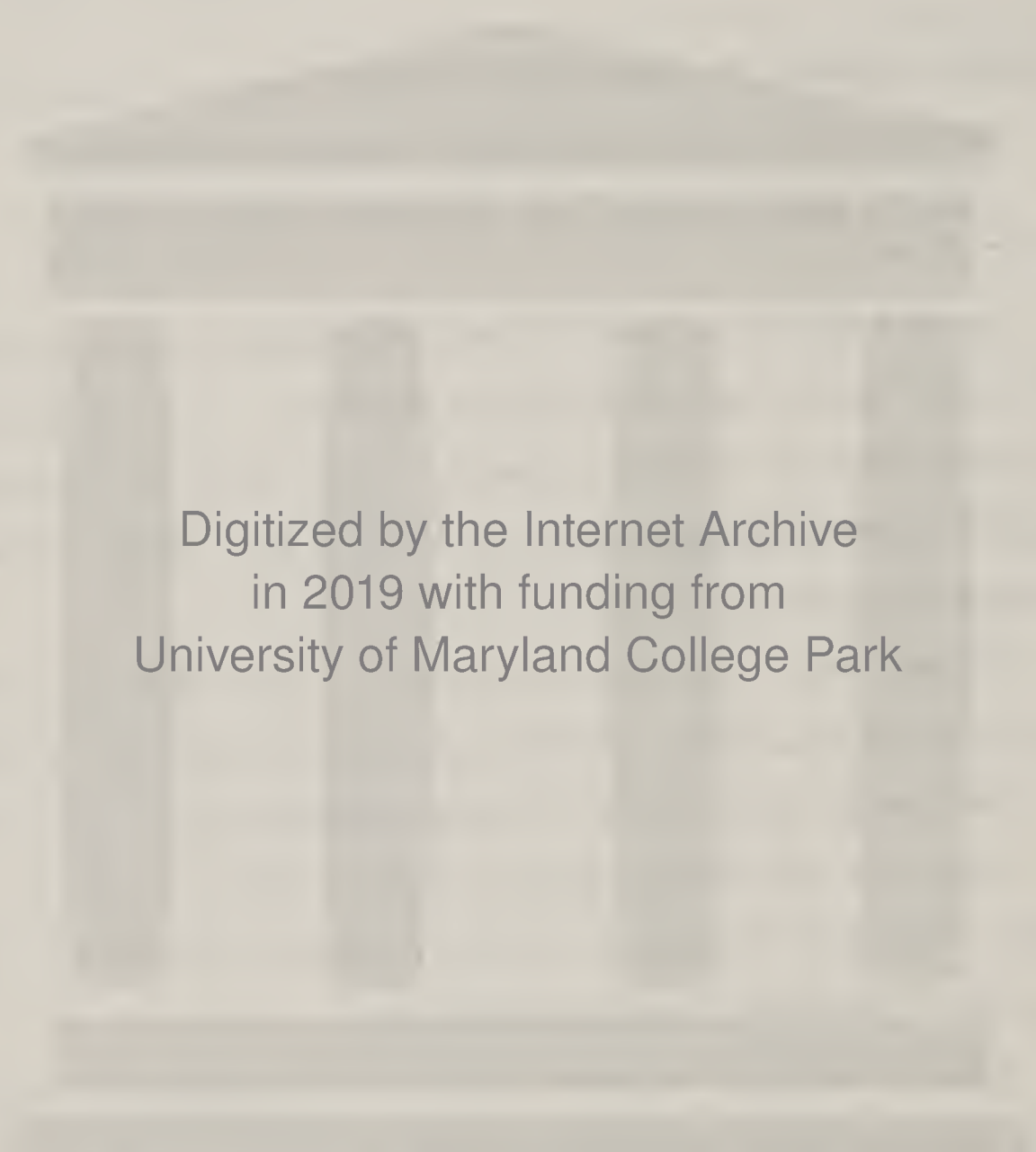
Jason Robards Jr. and Eileen Heckart have been signed to co-star with Julie Harris and Christopher Plummer in the "Hallmark Hall of Fame" production of "A Doll's House," which will be colorcast live on the NBC-TV Network Sunday, Nov. 15 (7:30-9 p.m. EST), it was announced today by producer-director George Schaefer.

Plummer will play Torvald Helmer to Miss Harris' Nora. Robards is cast as Dr. Rank, and Miss Heckart as Kristine Linde.

The Henrik Ibsen work is being adapted for TV by James Costigan, author of the award-winning "Little Moon of Alban," which starred Miss Harris and Plummer and was produced and directed by Schaefer on the "Hallmark" series last year.

Robards has made notable strides on the Broadway stage and in TV since he came into prominence in the long-run revival of Eugene O'Neill's "The Iceman Cometh." He starred on Broadway in O'Neill's "Long Day's Journey Into Night," and in "The Disenchanted." He played the title role in the Cambridge Drama Festival Production of "Macbeth" last Summer, and will be seen this season in a new, as yet untitled Lillian Hellman play.

(more)



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2 - "A Doll's House"

Miss Heckart's Broadway starring credits include "Picnic," "The Dark at the Top of the Stairs," "View From the Bridge" and "The Bad Seed," for which she won the Donaldson Award. Her motion picture roles include "Miracle in the Rain," "Hot Spell" and the screen version of "The Bad Seed," for which she won a Motion Picture Academy Award nomination.

Julie Harris's new play, "The Warm Peninsula," opens on Broadway Oct. 20. Christopher Plummer is starring in the Pulitzer Prize drama, "J. B.," on Broadway.

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NBC-New York, 10/1/59

COLORCAST

ROGER EDENS TO PRODUCE, STAGE AND WRITE FOR 'STARTIME'
COLORCAST OF 'AN EVENING WITH MISS ETHEL MERMAN'

Roger Edens, noted Hollywood motion picture producer, has been signed by Hubbell Robinson Productions, Inc., to produce, stage and write special material for "An Evening with Miss Ethel Merman" -- his first television assignment -- on "Startime," the NBC-TV Network's Tuesday night series of the biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company.

"An Evening with Miss Ethel Merman" will be colorcast on the NBC-TV Network Tuesday, Dec. 1 (9:30-10:30 p.m. EST). (NOTE TO EDITORS: Title of this special has been changed; it was previously listed as "The Ethel Merman Show.")

According to executive producer Hubbell Robinson, the musical variety presentation will feature highlights of Miss Merman's career in song and dance -- from her show-stopping Broadway debut in "Girl Crazy" to her current hit performance in "Gypsy."

Mr. Edens has been associated with M-G-M for several years in the capacity of associate producer and producer. His film production credits include "The Barkleys of Broadway," "The Harvey Girls," "Good News," "Silk Stockings" and, most recently, "Funny Face," which co-starred Fred Astaire and Audrey Hepburn. Mr. Edens has also worked with top motion picture and Broadway musical comedy stars in preparing special material and writing musical numbers.

J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

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NBC-New York, 10/1/59

COLORCASTS

SCHEDULE CHANGES FOR 'PONTIAC STAR PARADE' SPECIALS

Several changes have been made in the sequence of color specials to be presented on "The Pontiac Star Parade" series on the NBC-TV Network during the 1959-60 season.

The Mort Sahl special, "The Future Lies Ahead," originally scheduled for Saturday, Nov. 21 from 8:30 to 9:30 p.m. EST will be presented instead on Friday, Jan. 22, 1960 from 8:30 to 9:30 p.m. EST.

In the Saturday, Nov. 21 time period, a color special starring Gene Kelly, Donald O'Connor and Carol Lawrence will be presented. Kelly is producer and top star of the show that was originally scheduled for Thursday, Dec. 10, but later was moved to the Thursday, Dec. 24 (8 to 9 p.m. EST) period.

Now, the Dec. 24 show will be produced by Kerri Productions, of which Gene Kelly is head. Whether Kelly will star in this special has not yet been announced. This is the second of three Gene Kelly shows to be done for the "Pontiac Star Parade" color series.

The third program is a repeat of the highly praised "Gene Kelly Show" of last season. Tentatively, this production is scheduled for Friday, Mar. 18 (8:30 to 9:30 p.m. EST).

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NBC-New York, 10/1/59

"ART LINKLETTER'S SECRET WORLD OF KIDS"

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Noted Performers--Adult and Child Stars and Animals, Too--
Announced for 'Ford Startime' Colorcast Tuesday, Oct. 27

Noted showbusiness performers -- adult and child stars and animals, too -- were announced today as guests of "Art Linkletter's Secret World of Kids" on "Ford Startime" Tuesday, Oct. 27 (NBC-TV Network colorcast, 9:30-10:30 p.m. EST).

The line-up -- as announced by Linkletter, who will star in and have over-all production supervision of the presentation -- includes Ann Blyth, Vincent Price, Teddy Rooney, Angela Cartwright, Jon Provost with Lassie, and a chimpanzee named Jerry.

The program will be based on Linkletter's new book, "The Secret World of Kids," being published on Oct. 25. Also featured will be children of motion picture and television stars; children of famous people in fields including politics, religion and sports; child prodigies; children from foreign lands, and film clips of Linkletter's famed interviews with talkative youngsters.

In line with the nature of Linkletter's new book, the format for "Art Linkletter's Secret World of Kids" will be both serious and humorous.

Miss Blyth will be seen in a comedy sketch with Linkletter in which they portray mother and father of a very precocious infant. Price will appear in his real-life role as a worldly-wise art connoisseur and in an unaccustomed role as tutor to Teddy Rooney and Jerry the chimp.

(more)

Rooney, Miss Cartwright, Provost and Lassie will enact a scene from Mark Twain's "Tom Sawyer."

Beautiful Ann Blyth achieved immediate stardom in motion pictures as a result of her performance in "Mildred Pierce" with Joan Crawford, and has become one of Hollywood's most versatile actresses. On NBC-TV, she recently guest starred in a dual role, as a mother and her daughter, in "The Jenny Tannen Story" on "Wagon Train."

Price is noted as actor, art critic, historian and lecturer. He is a patron of several contemporary American artists. A few of his memorable acting performances include "Angel Street," "Outward Bound," "Laura" and "Leave Her to Heaven."

Teddy Rooney, son of actor Mickey Rooney, was last seen on NBC-TV in the "Rexall TV Special" presentation of "The Ransom of Red Chief." Angela Cartwright is a star of "The Danny Thomas Show." Jon Provost and Lassie are stars of the "Lassie" TV series. Jerry is an amiable showbusiness chimp who, among other talents, plays the violin.

"Art Linkletter's Secret World of Kids" will be produced by Paul Henning, written by Henning and Dick Wesson, and directed by Dick McDonough.

"Startime," sponsored by the Ford Motor Company through J. Walter Thompson Company, is the biggest series of colorcast specials ever presented on TV for one sponsor. Hubbell Robinson is executive producer for his company, Hubbell Robinson Productions, Inc.

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NBC-New York, 10/1/59

BUFFALO BOB SMITH, CLARABELL THE CLOWN, HOWDY DOODY TO HEAD
NATIONAL PRESS CLUB'S FATHER-DAUGHTER NIGHT SHOW

Buffalo Bob Smith, Clarabell and Howdy Doody will headline the annual Father-Daughter Night show at the National Press Club in Washington, D. C., on Friday night, Oct. 9.

This will be the first event at the Club since Premier Khrushchev's recent appearance there.

The stars of the NBC-TV Network's "The Howdy Doody Show" colorcasts (Saturdays, 10 a.m. EDT) will perform for an audience of more than 400, including press club members, their daughters and guests. Among the dignitaries expected to attend are Vice President Richard M. Nixon, members of the diplomatic corps and government and military officials.

This special performance by Bob Smith, Clarabell the clown, and Howdy Doody, the famous puppet, will highlight the show, which also includes a children's ballet group and a fife and drum corps. The "Howdy Doody" trio also will conclude the entertainment by leading a community sing.

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CORRECTION, PLEASE

"Law of the Plainsman" will be presented on the NBC-TV Network Thursdays, 7:30-8 p.m. EDT (not 7:30-8:30 p.m. EDT, as incorrectly listed in credit sheet released Sept. 29).

Also please add to the credits that the packager of the series is Four Star Films Inc.

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NBC-New York, 10/1/59

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'SUNDAY SHOWCASE'

JANE POWELL AND EDDIE HODGES ARE SIGNED AS JIMMY DURANTE'S
GUEST STARS IN COLORCAST, "GIVE MY REGARDS TO BROADWAY"

Singing star Jane Powell and young stage and screen singer-actor Eddie Hodges have been signed as Jimmy Durante's guest stars in the special music-variety colorcast, "Give My Regards to Broadway" to be presented in the "Sunday Showcase" on the NBC-TV Network Sunday, Dec. 6 (8-9 p.m. EST).

The full-hour show will spotlight the Broadway of the late George M. Cohan and, in one segment, will feature hit tunes he wrote. Additional guests to complete the big-name roster will be announced.

"Give My Regards to Broadway" will be sponsored by the W. A. Sheaffer Pen Company through its advertising agency, Batten, Barton, Durstine & Osborn Inc.



FEATURE

October 1, 1959

LOWELL THOMAS SURPRISED AT PEOPLE-TO-PEOPLE SPORTS BANQUET IN N.Y.

AS NEW SEASON'S FIRST SUBJECT OF "THIS IS YOUR LIFE"

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Many Celebrities Present as Ralph Edwards Opens 1959-60 Wednesday Series

Ralph Edwards opened the 1959-60 season of "This Is Your Life" last night (Wednesday, Sept. 30) on the NBC-TV Network (10-10:30 p.m. EDT) from the grand ballroom of New York City's Hotel Astor, by honoring Lowell Thomas, "sportsman, war correspondent, author, lecturer and world traveler."

Thomas was surprised while serving as master of ceremonies for the People-to-People Sports Banquet, attended by many noted personalities, almost any one of whom would have been a fitting subject for Edwards' biographical treatment.

Edwards traced Thomas' colorful career through a series of anecdotes told by the following guests: Mabel Barbee Lee, of Santa Barbara, Calif., one of Thomas' high school teachers; Count Felix von Luckner, of Hamburg, Germany, a longtime friend and the hero of the adventure story "The Sea Wolf"; Mrs. A. W. Oliver, of Denver, Colo., who acted as a "second mother" to Thomas in his boyhood; Thomas' wife, Frances; his only son, Lowell Thomas Jr.; his sister, Mrs. Raymond Thornburg; Prosper Buranelli, Thomas' "Man Friday" for 30 years; actress Beulah Bondi, a longtime friend; and Bertha Spafford Vester, of Jerusalem, Israel, the head of the American colony, whom Thomas once termed "the greatest woman of our time."

(more)

2 - 'This Is Your Life'

Next Wednesday (Oct. 7), "This Is Your Life" will originate in Hollywood, home base for the show. However, out-of-town originations will be frequent during the '59-'60 season. On Wednesday, Oct. 21 the show will originate in Seattle, Wash.

"This Is Your Life" is sponsored by Procter & Gamble Co. for Prell Shampoo, Joy Dishwashing Detergent and Lilt Home Permanent. The agency is Leo Burnett Co., Inc.

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NBC-New York, 10/1/59



JACK TRACY
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TRADE NEWS

2 COPIES X-H

October 2, 1959

\$1,000,000 IN NBC RADIO NETWORK ORDERS BRINGS NET SALES FOR THIRD QUARTER TO \$5,000,000

The NBC Radio Network closed \$1,000,000 in sales on Sept. 30, ending the third quarter with a net sales total of \$5,000,000 for the three-month period, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today.

The orders included major campaigns by Socony Mobil Oil Co. and Raybestos Division of Raybestos-Manhattan, Inc. The Socony Mobil contract, which was placed through Compton Advertising, Inc., calls for a schedule of participations on "Monitor" and "News of the World." The Raybestos order, placed through Gray & Rogers, is for a 16-week participation in "Monitor" sports segments.

Other advertisers and their agencies are:

International Harvester Trucks, through Young & Rubicam -- a series of "World Series Warm-up" programs, with Leo Durocher.

Bristol-Myers Co. (for Trushay), through Batten, Barton, Durstine and Osborn -- a schedule of participations in "My True Story" and "NBC Radio Theater."

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October 2, 1959

Attention, Sports Editors

PRO BASKETBALL

NBC-TV Network to Telecast Record Total of 49 NBA Games
Nationally in 1959-60 Season; Warriors-Hawks
Exhibition Contest to Open Schedule

A record number of 49 professional basketball games will be televised nationally by the NBC-TV Network on Saturday and Sunday afternoons during the 1959-60 season, according to the schedule of TV games announced by Maurice Podoloff, president of the National Basketball Association, and Tom S. Gallery, NBC Sports Director.

This will be the sixth straight year that NBC-TV is presenting the pro basketball telecasts.

First game on the slate will be an exhibition contest pitting the Philadelphia Warriors and their fabulous rookie, Wilt Chamberlain, against the St. Louis Hawks at Municipal Stadium in Kansas City, Mo., on Sunday, Oct. 11 (2:15 p.m. EDT).

(more)

2 - Pro Basketball

The NBA opens its regular season with a televised game Saturday, Oct. 17 (5 p.m. EDT) with the champion Boston Celtics playing host to the Cincinnati Royals at Boston Garden.

The TV schedule lists 40 regular season games, eight playoff contests and the exhibition opener. There will be pro basketball telecasts on 26 consecutive Sundays from Oct. 11 through April 3, and on 23 Saturdays from Oct. 17 through April 2 (skipping two Saturdays, Oct. 31 and Nov. 14).

Of the 40 regular season TV dates, Cincinnati will have seven home games televised, St. Louis three, and the other six teams -- the New York Knickerbockers, Syracuse Nationals, Boston, Philadelphia, Minneapolis Lakers and Detroit Pistons -- five each.

Sponsors of the pro basketball telecasts are: Anheuser-Busch, Inc., one-quarter sponsorship of all games; Phillies Cigars, one-half sponsorship of 28 games starting Jan. 2. Agencies are Gardner Advertising for Anheuser-Busch, and Werman & Schorr, Inc. for Phillies Cigars.

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FACT SHEET ON NATIONAL BASKETBALL ASSOCIATION TEAMS ON NBC-TV NETWORK'S 1959-60 SCHEDULE

<u>TEAM</u>	<u>NICKNAME</u>	<u>COACH</u>	<u>TOP STARS</u> <u>LAST SEASON</u>	<u>TOP ROOKIE</u>	<u>HOME COURT</u>
Boston	Celtics	Arnie Auerbach	Bill Sharman Bob Cousy Bill Russell	John Richter	Boston Garden
Cincinnati	Royals	Tom Marshall	Jack Twyman	Wayne Stevens	Cincinnati Gardens
Detroit	Pistons	Red Rocha	Gene Shue Walt Dukes	Bailey Howell	Olympia Stadium
Minneapolis	Lakers	John Castellani	Elgin Baylor	Tom Hawkins	Minneapolis Armory
New York	Knickerbockers	Fuzzy Levane	Ken Sears Richie Guerin	John Green	Madison Square Garden
Philadelphia	Warriors	Neil Johnston	Paul Arizin Woody Sauldsberry	Wilt Chamberlain	Convention Hall
St. Louis	Hawks	Ed Macauley	Bob Pettit Cliff Hagan	Bob Ferry	Kiel Auditorium
Syracuse	Nationals	Paul Seymour	Dolph Schayes John Kerr	Dick Barnett	War Memorial Auditorium

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NBC-TV NETWORK SCHEDULE OF 1959-60 PRO BASKETBALL TELECASTS

<u>DATE</u>	<u>GAME</u>	<u>TV TIME</u>
Sunday, Oct. 11	Philadelphia vs. St. Louis (exhibition)	2:15 p.m. EDT
Saturday, Oct. 17	Cincinnati at Boston	5:00 p.m. EDT
Sunday, Oct. 18	Detroit at Minneapolis	2:15 p.m. EDT
Saturday, Oct. 24	Detroit at Cincinnati	5:00 p.m. EDT
Sunday, Oct. 25	Minneapolis at Cincinnati	2:15 p.m. EST
Sunday, Nov. 1	St. Louis at Minneapolis	2:15 p.m. EST
Saturday, Nov. 7	Minneapolis at Detroit	5:00 p.m. EST
Sunday, Nov. 8	Cincinnati at Philadelphia	2:00 p.m. EST
Sunday, Nov. 15	Detroit at New York	2:15 p.m. EST
Saturday, Nov. 21	Minneapolis at Cincinnati	5:00 p.m. EST
Sunday, Nov. 22	St. Louis at Cincinnati	1:30 p.m. EST
Saturday, Nov. 28	Detroit at Boston	4:30 p.m. EST
Sunday, Nov. 29	New York at Philadelphia	2:15 p.m. EST
Saturday, Dec. 5	Minneapolis at Syracuse	1:30 p.m. EST
Sunday, Dec. 6	St. Louis at Cincinnati	2:15 p.m. EST
Saturday, Dec. 12	Cincinnati at Minneapolis	1:45 p.m. EST
Sunday, Dec. 13	New York at Detroit	2:15 p.m. EST
Saturday, Dec. 19	New York at Boston	4:00 p.m. EST
Sunday, Dec. 20	Cincinnati at New York	2:15 p.m. EST
Saturday, Dec. 26	Minneapolis at Detroit	4:30 p.m. EST
Sunday, Dec. 27	Detroit at Minneapolis	TBA
Saturday, Jan 2	New York at Cincinnati	2:30 p.m. EST
Sunday, Jan. 3	Boston at Syracuse	2:15 p.m. EST
Saturday, Jan. 9	Syracuse at Philadelphia	1:00 p.m. EST
Sunday, Jan. 10	Boston at St. Louis	2:15 p.m. EST
Saturday, Jan. 16	Cincinnati at New York	2:15 p.m. EST
Sunday, Jan. 17	Philadelphia at Boston	2:00 p.m. EST

(more)

2 - Pro Basketball Schedule

<u>DATE</u>	<u>GAME</u>	<u>TV TIME</u>
Saturday, Jan. 23	Philadelphia at Detroit	2:15 p.m. EST
Sunday, Jan. 24	Boston at Syracuse	2:00 p.m. EST
Saturday, Jan. 30	Philadelphia at New York	2:15 p.m. EST
Sunday, Jan. 31	Syracuse at St. Louis	1:00 p.m. EST
Saturday, Feb. 6	Syracuse at Philadelphia	2:15 p.m. EST
Sunday, Feb. 7	Philadelphia at St. Louis	2:15 p.m. EST
Saturday, Feb. 13	St. Louis at New York	2:15 p.m. EST
Sunday, Feb. 14	Boston at Philadelphia	2:15 p.m. EST
Saturday, Feb. 20	Detroit at Cincinnati	2:15 p.m. EST
Sunday, Feb. 21	Minneapolis at Syracuse	2:15 p.m. EST
Saturday, Feb. 27	New York at Syracuse	2:15 p.m. EST
Sunday, Feb. 28	Philadelphia at Detroit	2:15 p.m. EST
Saturday, March 5	St. Louis at Minneapolis	2:00 p.m. EST
Sunday, March 6	Syracuse at Boston	2:00 p.m. EST
Saturday, March 12	playoff game	2:00 p.m. EST
Sunday, March 13	playoff game	2:15 p.m. EST
Saturday, March 19	playoff game	2:00 p.m. EST
Sunday, March 20	playoff game	2:15 p.m. EST
Saturday, March 26	playoff game	2:00 p.m. EST
Sunday, March 27	playoff game	2:15 p.m. EST
Saturday, April 2	playoff game	2:00 p.m. EST
Sunday, April 3	playoff game	2:15 p.m. EST

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NBC-New York, 10/2/59

October 2, 1959

'TIME: PRESENT--CHET HUNTLEY REPORTING' STARTS SUNDAY, OCT. 11

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New Weekly NBC News' TV Series to Combine Spot Coverage
Of Top Stories with Full-Length Special News Feature

A new and flexible weekly news series combining spot coverage of the weekend's top stories with a full-length special news feature will be launched with the premiere of "Time: Present -- Chet Huntley Reporting" Sunday, Oct. 11 (NBC-TV Network, 5:30-6 p.m. EDT).

The program, with Chet Huntley as editor-commentator, provides a new time period and completely redesigned format for the "Chet Huntley Reporting" series. It will be sponsored on alternate weeks by the Kemper Insurance Company, through John W. Shaw Advertising Inc. of Chicago.

William R. McAndrew, Vice President, NBC News, who announced the new program, said that its unique format would combine the professional care and importance of news-in-depth programming with the flexibility, excitement and immediacy of spot news coverage.

"The program will not be bound by a formula which becomes a strait jacket," Mr. McAndrew said. "It will, moreover, be in the hands of a group which has written a distinguished record in both news-in-depth and spot news."

(more)

The program will be produced by Reuven Frank, head of the unit which has also produced "Texaco Huntley-Brinkley Report," "Outlook," "Chet Huntley Reporting" and special programs including "Israel: the Next Ten Years," "The Big Ear," "Why Berlin?" "The Story of Atlas Ten-B" and "The S-Bahn Stops at Freedom."

Mr. McAndrew said that each program in the new series will open with a brief spot news report, which may use late news film or occasionally a direct television pickup. If the news demands longer treatment, the opening segment can be expanded by reducing flexible elements of the special feature, which will be prepared and edited with these expendable segments in mind.

Mr. McAndrew pointed out that some Sundays may bring a major fast-breaking news story that cannot be adequately covered in the opening segment of the program. In that case, the entire program will be devoted to the immediate news, and the special feature will be canceled. However, if on occasional weekend there may be no major news story worth covering at the start of the program, one minute at the opening will be used to introduce the special feature, which will then take up the remainder of the half hour.

Each element of the new program has been tested over a long period by experimenting with programs on the air and by making up dummy programs on selected weeks.

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NBC-New York, 10/2/59

'CIRCUS BOY' TO START THIRD SEASON ON NBC-TV NETWORK
WITH STORY OF MOVE TO SAVE BIG TOP FROM PLOTTERS

"Circus Boy," the filmed adventure series about life under the big top, starts its third season on the NBC-TV Network Saturday, Oct. 10 (11:30 a.m. EDT). The series co-stars young Mickey Braddock, Noah Beery, Robert Lowery and Guinn "Big Boy" Williams. The first program of the new season, during which previously telecast episodes will be presented again, will be "Meet Circus Boy."

"Circus Boy," a Screen Gems Inc., production, will be sponsored on alternate weeks by Miles Laboratories, Inc., through Wade Advertising, Inc. The series was first telecast on NBC-TV during the 1956-57 season and, after a year's hiatus, returned in October, 1958.

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NBC-New York, 10/2/59

REVISED CREDITS FOR 'CIRCUS BOY' ON NBC-TV NETWORK

PROGRAM: "Circus Boy"

TIME: NBC-TV Network, Saturdays, 11:30 a.m. NYT.

FORMAT: A filmed adventure series about life under the big top for a young "circus boy" and his friends at the turn of the century.

CAST: Mickey Braddock as Corky, Noah Beery Jr. as Joey the Clown, Robert Lowery as Big Tim Champion, and Guinn Williams as Pete.

PRODUCERS: Herbert B. Leonard and Norman Blackburn

ORIGINAL STARTING DATE: Sept. 23, 1956. (After a year's hiatus, during the 1957-58 season, series returned to NBC-TV Network on Oct. 11, 1958.) Starts third season Saturday, Oct. 10, 1959.

SPONSOR AND AGENCY: Miles Laboratories, Inc., through Wade Advertising, Inc., on alternate weeks.

NBC PRESS REPRESENTATIVE: Stan Appenzeller, New York.

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NBC-New York, 10/2/59

CHET HUNTLEY FLIES TO GHANA TO PREPARE SECOND PROGRAM
OF 'EMERGING AFRICA' SPECIALS ON NBC-TV NETWORK

NBC News commentator Chet Huntley departed by plane last night (Oct. 1) for Ghana, where he will prepare the second program in a two-part series of specials on "Emerging Africa" for telecast on the NBC-TV Network.

He will join an NBC News team of director Jack Sughrue, reporter Piers Anderton and cameraman John Peters, who have been working on the film report in Ghana for the past 10 days. The first of the two full-hour specials was "Too Late for Reason" presented in prime evening time Sunday, Sept. 13. It focused on the rise of African nationalism in the Federation of the Rhodesias and Nyasaland. Date of the second program will be announced soon. Reuven Frank is producer of both programs.

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NBC-New York, 10/2/59

ORIGINATION CHANGE FOR OCT. 7 'THIS IS YOUR LIFE' PROGRAM

The "This Is Your Life" story in the NBC Daily News Report dated Oct. 1 stated that the program of Wednesday, Oct. 7 (NBC-TV Network, 10 p.m. EDT) would originate in Hollywood. Instead, it will originate from a small midwestern city where Ralph Edwards will present the life story of a retired schoolteacher.

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CORRECTION, PLEASE FOR 'FIDELIO' COLORCAST

The time for the NBC-TV Network colorcast of Beethoven's opera "Fidelio" Sunday, Nov. 8 will be 4-6 p.m. EST (not 5-7 p.m. EST as previously listed). The opera will be presented by the NBC Opera Company in a new English version by Joseph Machlis, with Irene Jordan as Leonora, John Alexander as Florestan and Lee Cass as Don Pizarro. Peter Herman Adler will conduct.

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NBC-New York, 10/2/59

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COLORCAST

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October 5, 1959

'THE DEAN MARTIN SHOW' COLORCAST--WITH FRANK SINATRA, MICKEY ROONEY
AS GUEST STARS--IS 'FORD STARTIME' PROGRAM OF TUESDAY, NOV. 3

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Dino and His Visitors Spotlighted in Comedy and Song Specialties

"The Dean Martin Show," a colorcast of comedy and song with guest stars Frank Sinatra and Mickey Rooney, will be the "Ford Startime" presentation for Tuesday, Nov. 3 (NBC-TV Network, 9:30-10:30 p.m. EST), it was announced today by Hubbell Robinson, executive producer of the series of the biggest color specials ever presented on TV for one sponsor, the Ford Motor Company.

(EDITOR'S NOTE: "The Dean Martin Show" replaces "The Wicked Scheme of Jebal Deeks," starring Sir Alec Guinness in his American dramatic TV debut. "The Wicked Scheme of Jebal Deeks," originally announced for Nov. 3, will be colorcast on Tuesday, Nov. 10.)

"The Dean Martin Show" extravaganza includes such highlights as a 22-tune medley of Rodgers and Hart hits by Dean and Frank, solos by each, a soliloquy and solo by Rooney, and a comedy sketch in which Sinatra replaces David Rose as conductor of the orchestra.

Featured on the show -- in addition to comedy, song and patter routines by its three headliners -- is the youthful dance team of Augie and Margo.

(more)

Martin, Sinatra and Rooney open the "Ford Startime" special with a "Jubilee Time" medley that includes "Great Day," "Hallelujah," "September Song," "Sunny Side Up," "Everything Is Fine and Dandy," "I'll Never Smile Again" and "When You're Smiling."

Dean changes the tempo of events with his own interpretation of "Mack The Knife."

The spotlight then shifts to Rooney as he goes into a soliloquy that leads into his solo, "All I Need Is a Girl."

Next, Sinatra solos with the ballad, "I Can't Get Started with You," then switches to a standup patter routine with host Dino, aided by blonde dancer Shirley Falls. Martin is in the middle but he gets out of it by introducing the dancing duo of Augie and Margo.

Martin then persuades David Rose to yield his baton to Sinatra for the orchestral backing to Dean's solo rendition of the ballad, "Dream."

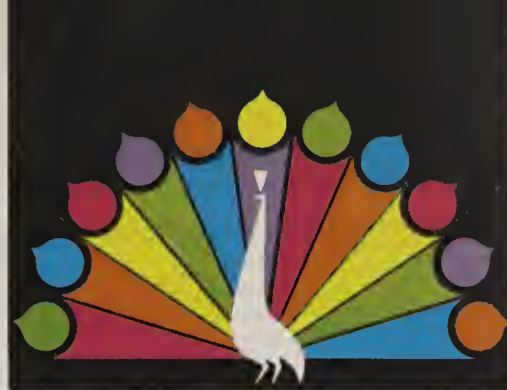
Dean and Frank are joined by Mickey in a sketch about Rodgers and Hart that leads to the finale, the medley by Martin and Sinatra of the tunesmiths' greatest hits.

Packaged by Hubbell Robinson Productions, Inc., "The Dean Martin Show" is produced and directed by Jack Donohue. The agency for the Ford Motor Company is J. Walter Thompson Company.

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NBC-New York, 10/5/59

COLORCAST



October 5, 1959

"MOST MAGNIFICENT MUSIC POSSIBLE IN KEEPING WITH CHRISTMAS"

- - -

Dec. 22 "Startime" Will Present St. Paul's Cathedral Boys' Choir
(Singing in London), Leonard Bernstein, Marian Anderson
And the Westminster Choir of Princeton, N.J.

One of the world's great choral groups, the St. Paul's Cathedral Boys' Choir -- singing in the London cathedral known as "the parish church of the British Commonwealth" -- will be seen for the first time on American television on the Ford Motor Company's "Startime" presentation for Tuesday, Dec. 22 (NBC-TV Network colorcast, 9:30-10:30 p.m. EST).

According to an announcement by Hubbell Robinson, executive producer, the program of "the most magnificent music possible in keeping with Christmas" will also star Leonard Bernstein, musical director of the New York Philharmonic; the Westminster Choir of Princeton, N. J., and world-famous contralto Marian Anderson in one of her rare TV appearances. Robert Saudek Associates will produce the program for Robinson's company, Hubbell Robinson Productions, Inc.

Additional stars -- as well as a host and a title for the Christmas presentation -- will be announced.

(more)

2 - Christmas

The "Startime" Christmas colorcast will be presented through a combination of film and tape.

David Oppenheim, a production assistant for Robert Saudek Associates, is currently in London filming the program of classic Christmas carols, hymns and cantatas by the St. Paul's Cathedral Boys' Choir, under the direction of the Rev. A. Jessop Price, organist and master of choristers at St. Paul's, the seat of the Bishop of London.

Mr. Bernstein will accompany, on the piano, the 30 boys and 18 vicars of the St. Paul's Choir.

Mr. Bernstein has demonstrated his talents as a composer, conductor, pianist and television host in a number of "Omnibus" appearances on NBC-TV. He composed the musical score for the Broadway hit, "West Side Story." He was recently presented the Gold Baton Award of the American Symphony Orchestra League "for distinguished service to music."

The St. Paul's Cathedral Boys' Choir performed four years ago in New York at the Cathedral Church of St. John the Divine.

Miss Anderson first sang at the Metropolitan Opera (on Jan. 5, 1955) in Verdi's "The Masked Ball." She has received a possibly unprecedented number of musical awards, including five honorary doctorates of music.

She has sung twice in the White House, and has performed before packed houses on every continent, in more than 30 countries.

"Startime" is the biggest series of colorcast specials ever presented on TV for one sponsor. J. Walter Thompson is the advertising agency for the Ford Motor Company.

-----O-----

NBC-New York, 10/5/59

COLORCAST



FEATURE

October 5, 1959

'THE MOON AND SIXPENCE' COLORCAST SCHEDULED FOR OCT. 30

- - -

NBC-TV Network's Friday Night Special Presentation of Maugham Story
Has Cast Headed by Laurence Olivier, Judith Anderson, Hume Cronyn,
Jessica Tandy, Geraldine Fitzgerald and Jean Marsh

"The Moon and Sixpence," NBC-TV Network's colorcast dramatization of the Somerset Maugham novel, will be presented as a Friday night special Oct. 30 (8-9:30 p.m. EST) with a stellar cast headed by Laurence Olivier, Judith Anderson, Hume Cronyn, Jessica Tandy, Geraldine Fitzgerald and Jean Marsh.

("The Moon and Sixpence" will be sponsored by RCA Victor, through J. Walter Thompson Company, and Renault, Inc., through Needham, Louis & Brorby, Inc.).

* * *

Laurence Olivier, world-renowned British actor, portrays the tormented genius, Charles Strickland, who at age 40 forsakes his family of three, and career as a stockbroker, to devote his life to painting.

Judith Anderson, one of the leading actresses of the American stage, recreates the role of a Tahitian matchmaker.

Hume Cronyn and Jessica Tandy, outstanding husband and wife acting team, take the roles of Dirk Stroeve, the honest but spineless painter who befriends Strickland but cannot stand up to him; and Blanche Stroeve, whom Strickland steals, and then drives to suicide.

(more)

2 - 'The Moon and Sixpence'

Cyril Cusack, distinguished Irish actor, plays Strickland's doctor friend and confidant.

Geraldine Fitzgerald, Denholm Elliott, Murray Matheson and Jean Marsh (who is currently appearing on Broadway in "Much Ado About Nothing") round out the distinguished roster of performers.

The producer is David Susskind, and the director, Robert Mulligan. S. Lee Pogostin wrote the TV adaptation.

"The Moon and Sixpence" was written 40 years ago, some time after Maugham, a serious art lover, heard the story of a brilliant French painter who had in 1890 given up civilization and settled in Tahiti. The artist served as the prototype for the hero of Maugham's novel.

The video taping of "The Moon and Sixpence" involved the meeting of minds of perfectionists, one of which was Olivier himself.

A conscientious actor who tolerated no distractions, Olivier told a red-shirted cameraman on the set during the last day of taping:

"One of my failings is that I cannot concentrate in the presence of anything red. So would you kindly wear something else next time?"

The production budget immediately jumped by the price of one sports shirt, size 17-35.

A special problem in "The Moon and Sixpence" was the paintings. At first, Susskind and his staff thought of using works by the French painter upon whom Maugham had based his novel. It was finally decided, however, that using the original paintings would be too risky. What if there was a fire? What if someone stole a painting? What if....? What if....? And so on.

(more)

3 - 'The Moon and Sixpence'

Instead, 19 scenic designers were put to work studying the French impressionist's technique. They copied several of his paintings, and went so far as to re-create an entire mural on the wall of the stage hut in which he dies.

To make the London, Paris and Tahitian scenes true-to-life, NBC propmen spent weeks scouring Manhattan warehouses and antique shops for properties. They came back loaded with 450 pieces, ranging from a crystal chandelier to an old-fashioned player piano.

The best of everything was in order for "The Moon and Sixpence."

-----O-----

NBC-New York, 10/5/59

COLORCAST

----- 'SUNDAY SHOWCASE' -----

Prime Minister David Ben-Gurion of Israel Will Join
World Leaders in TV 'Tribute to Eleanor Roosevelt'

David Ben-Gurion, prime minister of Israel, will be among the world leaders who will pay "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25 on the NBC-TV Network (8-9 p.m. EDT). Mr. Ben-Gurion's message will be filmed in Tel Aviv by NBC News.

David Susskind of Talent Associates is the producer, and Dick Schneider will direct this special "Sunday Showcase" telecast, written by Reginald Rose.

Former President Harry S. Truman also will participate in the program, as previously announced.

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NBC-New York, 10/5/59

CAST AND CREDITS FOR "THE JAZZ SINGER" COLORCAST
ON NBC-TV NETWORK'S "MERCURY STARTIME"

PROGRAM: "The Jazz Singer" on "Mercury Startime"
TIME: NBC-TV Network colorcast, Tuesday,
Oct. 13 (9:30-10:30 p.m. EDT)
STARRING: Jerry Lewis
ALSO STARRING: Anna Maria Alberghetti and Molly Picon
WITH: Eduard Franz and Alan Reed
EXECUTIVE PRODUCER: Hubbell Robinson for Hubbell Robinson
Productions, Inc.
PRODUCER: Ernest D. Glucksman
ADAPTED AND MODERNIZED BY: Ernest D. Glucksman and Ralph Nelson
DIRECTOR: Ralph Nelson
TELEPLAY BY: Oliver Crawford
UNIT MANAGER: Charles Baldour
SCRIPT GIRL: Barbara Fishel
MUSIC DIRECTOR: Walter Scharf
ART DIRECTOR: Jay Krause
COSTUME DESIGNER: Ray Aghayan
MAKE-UP: Claude Thompson
ASSOCIATE DIRECTOR: Roy Montgomery
STAGE MANAGERS: John Wilson and Glen Huling
PROPS: Al Borden
TECHNICAL SUPERVISION: Bostwick Vinton
TECHNICAL DIRECTOR: Joe Conn

(more)

THE JAMES EARL RAY CASE
 A TV SPECIAL

PROGRAM

TIME

STARTING

ALSO STARRING

WITH

EXECUTIVE PRODUCERS

PRODUCED BY

ADAPTED AND SCREENPLAY BY

DIRECTOR

TELEPLAY BY

UNIT MANAGER

SCRIPT EDITOR

MUSIC BY

ART DIRECTOR

COSTUME DESIGNER

MAKE-UP

ASSOCIATE DIRECTOR

STAGE MANAGER

PROPS

TECHNICAL SUPERVISOR

TECHNICAL DIRECTOR

2 - Cast and Credits for 'The Jazz Singer'

LIGHTING DIRECTOR: Bud Wilkens
AUDIO: Bob Jensen
GRAPHIC ARTS: Milt Altman
SPONSOR AND AGENCY: Mercury Division of the Ford Motor
Company through J. Walter Thompson
Company
ORINATION: NBC Color Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES: Bill Fague, Hollywood; Charlie Gregg,
New York

* * *

CAST OF CHARACTERS

Jerry Lewis as Joey Robbins
Anna Maria Alberghetti as Ginny Gibbons
Molly Picon as Sarah Rabinowitz
Eduard Franz as Cantor Rabinowitz
Alan Reed as Ed Gittelson
Joey Faye as Tony De Santos
Barry Gordon as Larry

* * *

THE STORY

A cantor's son must choose between a career in showbusiness or following in his father's footsteps. Jerry Lewis, as Joey Robbins, portrays a small-time nightclub comic, a "comer" with a spark of greatness who is discovered by a top TV personality, Ginny Gibbons, played by Anna Maria Alberghetti. The conflict between the cantor and his son develops until Joey decides that, although he is on the verge of his biggest success, he will carry on the family tradition.

(more)

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POLYMER LETTERS

3 - Cast and Credits for 'The Jazz Singer'

BACKGROUND

The "Startime" presentation of "The Jazz Singer" is a modernization of Samson Raphaelson's 1925 Broadway play, which starred George Jessel in the stage version and later starred Al Jolson in the first "all-talking" motion picture, released in 1929.

-----O-----

NBC-New York, 10/5/59

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 11 - 17 (All Times EDT)

Sunday, Oct. 11

8-9 p.m. -- "The Milton Berle Special" on "Sunday Showcase."

Milton's guests are Lana Turner, Peter Lawford and special guest Danny Thomas.

9-10 p.m. -- "The Dinah Shore Chevy Show" - with tonight's guests Pat Boone, Zsa Zsa Gabor, Carl Reiner and special guest Art Carney.

Monday through Friday, Oct. 12-16

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden as emcee.

Monday, Oct. 12

10-11 p.m. -- "The Steve Allen Plymouth Show" - singer Crystal Joy is a guest tonight.

Tuesday, Oct. 13

9-9:30 p.m. -- "The Arthur Murray Party" - tonight's guests are George Raft, Patty McCormack and John Bromfield.

9:30-10:30 p.m. -- "Mercury Startime" presents "The Jazz Singer," starring Jerry Lewis. Anna Maria Alberghetti and Molly Picon co-star. Eduard Franz and Alan Reed are featured.

Wednesday, Oct. 14

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall." Perry's visitors tonight are Phil Harris, Dick Clark and singers Santo and Johnny.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, Oct. 15

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford
with tonight's guest Ronald Reagan.

Saturday, Oct. 17

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

2:15 p.m. - to -- NBC-NCAA football game between Michigan State and
conclusion

Notre Dame at Spartan Stadium, East Lansing, Mich.

7:30-8:30 p.m. - "Bonanza" - tonight's drama is "The Julia Bulette
Story," with guest star Jane Greer.

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NBC-New York, 10/5/59

Attention, Sports Editors

51ST GRIDIRON CLASH OF IVY LEAGUE RIVALS PENN AND PRINCETON
TO BE TELECAST BY NBC-TV IN EASTERN REGIONAL AREA

The game that could decide the Ivy League title -- Pennsylvania vs. Princeton -- will be televised in the Eastern regional area by NBC-TV on Saturday, Oct. 10 from Palmer Stadium in Princeton, N. J. Lindsey Nelson and Red Grange will describe the action, starting at 1:45 p.m. EDT, 15 minutes before kickoff.

This Eastern regional telecast will be viewed in NCAA Districts 1 and 2 -- the New England and Middle Atlantic states.

This is one of the oldest of Ivy League rivalries, dating back to 1876. In 50 previous meetings, Princeton holds a decided edge with 38 victories, 11 losses and one tie.

Penn stamped itself a definite threat for the Ivy League crown when it defeated defending champion Dartmouth, 13-0, on Oct. 3. Halfback Fred Doelling scored both touchdowns on runs of 45 and 10 yards. Coach Steve Sebo's unbeaten Quakers have not been scored upon in their two 1959 outings.

Princeton also was triumphant over the weekend, downing Columbia by 22-0 to even the season's record at 1-1. Dan Sachs and Hugh Scott, who alternate at tailback in the single-wing attack, and fullback Mike Ippolito led the way. Coach Dick Colman's Tigers started the season as co-favorites with Dartmouth in the Ivy League race.

(more)

Numerical rosters of both teams follow (* indicates probable starter):

PENNSYLVANIA

10 George Koval
 11 Wilson Gray
 15 Tony Call
 16 Larry Purdy
 17 Jack Hanlon
 18 Pete Schantz
 22 Tom Scott
 23 Bill Tracy
 24 John Terpak
 32 Tom Drake
 33 Ed Goodwin
 34 Fred Doelling
 36 Alan Campbell
 41 Dave Coffin
 44 John Salem
 45 Ed Shaw
 46 Ken McLaughlin
 51 Fred Harshaw
 52 Ron Champion
 53 John Marchiano
 54 John Gillin
 60 Pete Velleco
 63 Ralph Greco
 65 Frank Pisacane
 66 Mike Natale
 67 Bob Earnest
 68 Connie DeSantis
 69 Dave Spillane
 70 Frank Wilson
 71 Jim Dunsmore
 72 John Mika
 73 Ed Smith
 74 Dick Wolkowicz
 75 Bruce Cummings
 76 Joe Doyle
 77 Bob Campbell
 78 Bob Eastwood
 80 John Greenawalt
 81 Barney Berlinger
 82 John Seksinsky
 83 Bill Kesack
 84 Greville Munger
 85 Joe Mankus
 86 Tony Ede
 89 Terry Ward
 98 Warren McPherson

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PRINCETON

14 Charley Philips RH
 17 Ron Goldman RH
 18 Mike Iseman RH*
 19 John MacMurray RH
 21 Jon Hagstrom QB
 23 Jay Cullen QB
 24 Bill Marr QB*
 25 Bill Laird QB
 29 Phil Carlin QB
 33 Bruce Loud FB
 36 Don Kornrumpf FB
 37 Mike Ippolito FB*
 38 Henry Large FB
 43 Elmer Herrmann LH
 45 John Sullivan LH
 46 Dan Sachs LH*
 47 Hugh Scott LH
 48 Roger Hoit LH
 52 Jerry Sullivan C
 54 Frank Szvetecz C*
 56 John Colyer C
 57 Dick Eckfeldt C
 59 Walt Kirn C
 60 Gerry Norton RG
 61 Matt Tobriner LG
 62 Ed Weihenmayer LG
 63 Barry Bates LG
 64 Stan Baldwin LG*
 65 Glen Allgaier RG
 67 Stan Shaughnessy RG*
 69 Gary Loftus RG
 70 Gordon Batcheller RT*
 71 John Deitrick RT
 72 Russ Tornrose RT
 73 Bob Fisher LT*
 74 John Craig RT
 75 John Harris LT
 76 Gary Trout LT
 77 Jim Klein LT
 78 Clark Woolley LT
 81 Jim Hunter LE
 82 Ron Hillegass RE
 84 Jim Blair LE*
 85 Lynn Oxenreider LE
 86 Bill McKenzie RE
 87 Ed Kostelnik RE
 88 Bruce Sprague RE*
 89 Andy Prochilo LE

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FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

October 6, 1959

The following statement was issued today (Oct. 6) by the National Broadcasting Company in connection with the Washington hearing on quiz programs:

When these charges against the program "Twenty-One" were first made public, they prompted NBC to seek a full explanation from the show's producers, Barry & Enright. The producers gave NBC written and verbal assurance that these charges were without foundation. Nevertheless, NBC promptly relieved Barry & Enright of any control over this and other programs pending the outcome of an investigation by the New York County Grand Jury.

A statement of NBC's position on quiz-show irregularities will be presented later in the hearings.

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TRADE NEWS

October 6, 1959

H-A HAIR ARRANGER, IN ITS FIRST VENTURE INTO NETWORK TELEVISION, PURCHASES ALTERNATE-WEEK SPONSORSHIP OF 'TROUBLESHOOTERS' ON NBC

In its first venture into network television, H-A Hair Arranger has purchased alternate-week sponsorship of the new NBC-TV Network series, "Troubleshooters," effective Oct. 16, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

H-A Hair Arranger, man's hair dressing manufactured by Boyer International Laboratories in Chicago, has concentrated its video advertising in spot television for the past four years.

The sponsorship of "Troubleshooters," telecast Fridays (8-8:30 p.m. NYT), was made through Boyer's advertising agency, R. Jack Scott, Inc., of Chicago.

"Troubleshooters" premiered on the NBC-TV Network last Sept. 11, and stars Keenan Wynn and former Olympic decathlon champion Bob Mathias as globe-hopping troubleshooters for a firm whose big-time building projects encircle the globe.

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October 6, 1959

'SUNDAY SHOWCASE'

Lauren Bacall, Jack Benny, Henry Fonda and Sidney Poitier
Join Notable List for 'A Tribute to Eleanor Roosevelt'

Lauren Bacall, Jack Benny, Henry Fonda and Sidney Poitier have been added to the list of stars and world leaders who will participate in "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25 on the NBC-TV Network (8 to 9 p.m. EDT).

They will join Ralph Bellamy, Gertrude Berg, Eddie Cantor, Maurice Chevalier, Kirk Douglas, Prime Minister David Ben-Gurion of Israel, Sir Alec Guinness, Sir Cedric Hardwicke, Helen Hayes, Elizabeth Taylor, former President Harry S. Truman and Gwen Verdon. Arthur Godfrey will be host of this full-hour special "Sunday Showcase" presentation.

Leonard Bernstein and the New York Philharmonic, previously announced as participants, will not appear.

(Fonda is star of "The Deputy" series on NBC-TV.)

CREDITS FOR "LIFE IN THE THIRTIES"
ON NBC-TV NETWORK'S "PROJECT 20"

TITLE: "Life in the Thirties"

SERIES: "Project 20"

TIME: NBC-TV Network, Friday, Oct. 16, 8:30-9:30 p.m. EDT).

FORMAT: Documentary program on America in the 1930s. Film clips will deal with the Depression, the Hoover and Roosevelt administrations, labor organization, repeal of Prohibition, Recovery, and rise of world Fascism, among other topics.

PRODUCED AND DIRECTED BY: Donald B. Hyatt

WRITTEN BY: Richard Hanser

ASSISTANT PRODUCER: Robert Garthwaite

MUSIC BY: Robert Russell Bennett

NARRATED BY: Alexander Scourby

EDITED BY: Silvio D'Alisera

RESEARCH: Daniel Jones, Rhoda Grady, Frank Nash

MANAGER, SPECIAL PROJECTS: James Nelson

NBC PRESS REPRESENTATIVE: Arthur Oppenheim (New York).

("Life in the Thirties" is based on a concept by the late Henry Salomon).

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NBC-New York, 10/6/59

RECEIVED FOR FILM IN THE UNITED STATES
ON WHO-AT NETWORK'S "P-00100-00"

"LIFE IN THE FUTURE"

"P-00100-00"

REC'D TV RECORD, FILM, DATE 10, 1950

(P. 10, 1950)

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FEATURE

October 6, 1959

'SUNDAY SHOWCASE' COLORCAST

FRANK SINATRA, BOBBY DARIN, ANDRE PREVIN, HENRY MANCINI
ARE LEADING IN NOMINATIONS FOR RECORDING AWARDS TO BE
MADE ON SPECIAL 'SUNDAY SHOWCASE' COLORCAST NOV. 29

Frank Sinatra, Bobby Darin, Andre Previn and Henry Mancini are leading the nation's recording artists in nominations for the National Academy of Recording Arts and Sciences (NARAS) awards. Performances by the 1959 winners will be presented in a special NBC-TV Network "Sunday Showcase" colorcast Sunday, Nov. 29 (8-9 p.m. EST).

Sinatra is pacing individual performers with nominations for five of the Academy's 34 "Grammy" awards. His single record, "High Hopes" is up as the best record and best song of the year and his album, "Come Dance with Me," has been nominated for best album, best arrangement, and best performance by a male vocalist.

Darin's "Mack the Knife" was suggested for best recording, song and performance. The young singer has also been nominated for the year's new artist award.

Andre Previn, who won an "Oscar" for his score of the movie "Gigi," has been named in four categories for his recording of "Like

(more)

2 - Recording Awards

Young." Henry Mancini, whose "Music from Peter Gunn" (based on the NBC-TV Network "Peter Gunn" series) took the NARAS album-of-the-year honors in 1958, heads the list of composer-conductors with six nominations. "More Music from Peter Gunn" is in the running for best album, orchestra performance, group jazz, music composition, sound track album and arrangement.

Leading female vocalist is Ella Fitzgerald. Her recording of "But Not for Me" has been suggested for best female performance and her album, "Ella Swings Lightly," has been named in the best solo jazz performance category.

Elvis Presley, Harry Belafonte and Duke Ellington each received three nominations and in the classical field, Van Cliburn's recording of Rachmaninoff's "Piano Concerto No. 3" has been named in two categories.

Balloting among the 1,000 NARAS members will continue this month with the winners appearing at the awards' performances show of Nov. 29. The Watchmakers of Switzerland will sponsor the special colorcast.

Nominees in other major categories follow:

RECORD OF THE YEAR: "A Fool Such as I" (Elvis Presley), "High Hopes" (Frank Sinatra), "Like Young" (Andre Previn), "Mack the Knife" (Bobby Darin) and "The Three Bells" (The Browns).

ALBUM OF THE YEAR: "Belafonte at Carnegie Hall" (Harry Belafonte), "Come Dance with Me" (Frank Sinatra), "More Music from Peter Gunn" (Henry Mancini), "Rachmaninoff's Piano Concerto No. 3" (Van Cliburn) and "Victory at Sea (Volume I)" (Robert Russell Bennett and RCA Victor Symphony Orchestra).

SONG OF THE YEAR: "Battle of New Orleans" (Johnny Horton), "High Hopes" (Frank Sinatra), "I Know" (Perry Como), "Like Young" (Andre Previn), "Small World" (Johnny Mathis).

(more)

3 - Recording Awards

BEST FEMALE VOCAL PERFORMANCE: "Alright, Okay" (Peggy Lee), "Broadway '59" (Pat Suzuki), "But Not for Me" (Ella Fitzgerald), "I Waited Too Long" (LaVern Baker) and "Sad Cafe" (Chris Connor).

BEST MALE VOCAL PERFORMANCE: "An Evening with Lerner and Lowe" (Robert Merrill), "Come Dance with Me" (Frank Sinatra), "Guess Who" (Jesse Belvin), "Belafonte at Carnegie Hall" (Harry Belafonte) and "Mack the Knife" (Bobby Darin).

BEST NEW ARTIST, Bobby Darin, Edd Byrnes, Johnny Restivo, Mavis Rivers and Mark Murphy.

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NBC-New York, 10/6/59

CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE'
COLORCAST OF 'DIVIDED WE STAND' ON NBC-TV NETWORK
SUNDAY, OCT. 18 (8-9 P.M. EDT)

OUR AMERICAN HERITAGE

Presents

RALPH BELLAMY

ARTHUR KENNEDY

in

"DIVIDED WE STAND"

by

Morton Wishengrad

Also Starring

RON RANDELL

HOWARD ST. JOHN

with

HOUSE JAMESON

SARAH MARSHALL

Music Under Direction of.....Bernard Green

Art Director.....Duane McKinney

Costumes by.....Noel Taylor

Associate Producers.....William Altman

Berenice Weiler

Directed by.....Alex Segal

Produced by.....Mildred Freed Alberg

(more)

A MILBERG PRODUCTION
with the
EDITORS OF
AMERICAN HERITAGE MAGAZINE

CAST PRINCIPALS

RALPH BELLAMY

as Thomas Jefferson

ARTHUR KENNEDY

as Alexander Hamilton

RON RANDELL

as Edmond "Citizen" Genet

HOWARD ST. JOHN

as George Washington

HOUSE JAMESON

as Edmund Randolph

SARAH MARSHALL

as Angelica Church

Elizabeth Hubbard.....as Martha Jefferson
Jonathan Morris.....as Henry Knox
Lori March.....as Elizabeth Hamilton
Richard Ward.....as Jupiter
Charlies White.....as Nelson
Mary James.....as Agatha
Heywood Hale Broun.....as Swann
David Faulkner.....as Phillip
Herk Rossilli.....as the messenger
Guy Arbury.....as William
Peter Gumeny.....as "the bravest"

* * *

(more)

STORY EDITOR: Florence Britton

CASTING DIRECTOR: Tom H. Sand

PRODUCTION ASSISTANT: Anne Kelleher

UNIT MANAGER: William P. Dannhauser

ASSOCIATE DIRECTOR: Gordon Rigsby

TECHNICAL DIRECTOR: O. Tamburri

LIGHTING DIRECTOR: Alan Posage

AUDIO: Mahlon Fox

STAGE MANAGERS: Sam Kirshman and Edwin Hugh

MAKE-UP: Bob O'Bradovitch

MUSIC SELECTION: Bern Meyer

GRAPHIC ARTS: Walter Hyde

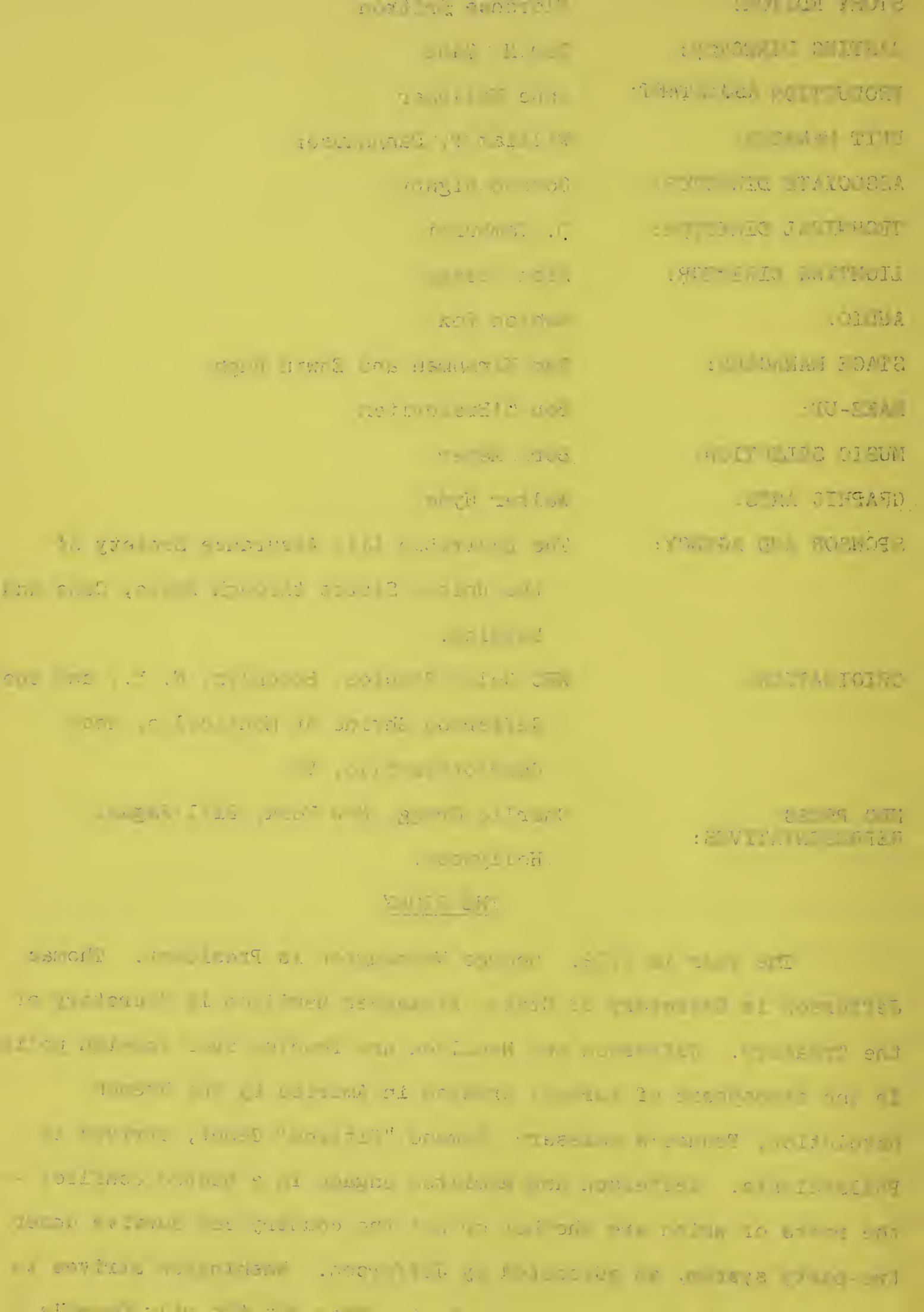
SPONSOR AND AGENCY: The Equitable Life Assurance Society of
the United States through Foote, Cone and
Belding.

ORIGINATION: NBC Color Studios, Brooklyn, N. Y., and the
Jefferson Shrine at Monticello, near
Charlottesville, Va.

NBC PRESS REPRESENTATIVES: Charlie Gregg, New York; Bill Fague,
Hollywood.

THE STORY

The year is 1792. George Washington is President. Thomas Jefferson is Secretary of State, Alexander Hamilton is Secretary of the Treasury. Jefferson and Hamilton are feuding over foreign policy. In the atmosphere of turmoil created in America by the French Revolution, France's emissary, Edmond "Citizen" Genet, arrives in Philadelphia. Jefferson and Hamilton engage in a heated conflict -- the roots of which are whether or not the country can survive under a two-party system, as advocated by Jefferson. Washington strives to bring the Democrats and Federalists together but the wily Genet's arrival precipitates a crisis.



NORMAN ABBOTT DIRECTING FIVE

'LOVE AND MARRIAGE' EPISODES

Norman Abbott, who recently completed directing two "Love and Marriage" episodes for the NBC-TV Network series, has been signed to direct five more, executive producer Louis F. Edelman announced.

The comedy series stars William Demarest and Jeanne Bal and is being filmed at Desilu-Cahuenga in Hollywood. P. H. Wolfson produces.

("Love and Marriage" is scheduled Mondays, 8-8:30 p.m. EDT).

RICHARD ADLER'S "SUNDAY SHOWCASE THEME" IS A CASH BOX "BEST BET"

Richard Adler's "Sunday Showcase Theme" has been chosen a "Best Bet" by Cash Box Magazine. The record was released last week on the RCA Victor label. Adler is the composer of the lyrics for "Pajama Game" and "Damn Yankees."

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NBC-New York, 10/6/59

CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST
OF 'THE TURN OF THE SCREW' ON NBC-TV NETWORK
TUESDAY, OCT. 20 (9:30-11 P.M. EDT)

JACK TRACY
ROOM 320

INGRID BERGMAN

2 COPIES X-H

in

THE TURN OF THE SCREW

Television Play by

JAMES COSTIGAN

From the Novella by

HENRY JAMES

with

ISOBEL ELSOM

LAURINDA BARRETT

ALEXANDRA WAGER

HEYWOOD MORSE

PAUL STEVENS

Executive Producer

HUBBELL ROBINSON

Produced and Directed by

JOHN FRANKENHEIMER

Composed and Conducted by

DAVID AMRAM

A Television Presentation of
HUBBELL ROBINSON PRODUCTION, INC.

THE CAST

Ingrid Bergman as Miss

Isobel Elsom as Mrs. Grose

Heywood Morse as Miles

Alexandra Wager as Flora

(more)

2 - 'The Turn of the Screw' -- Credits

Paul Stevens as the ghost of Peter Quint

Laurinda Barrett as the ghost of Miss Jessel

ADDITIONAL CREDITS

UNIT MANAGER:	Bruce Bassett
SCENIC DESIGNER:	Warren Clymer
COSTUME DESIGNER:	Noel Taylor
ASSOCIATE DIRECTOR:	Gordon Rigsby
PRODUCTION ASSISTANT:	Anthony Wolff
TECHNICAL DIRECTOR:	Lawrence Ellikann
DIALOGUE DIRECTOR:	Sydney Pollack
LIGHTING DIRECTOR:	Phil Hymes
AUDIO:	Norman Ogg
STAGE MANAGERS:	Sam Kirshman and Ed Hugh
MAKE-UP:	Bob O'Bradovich
SPECIAL EFFECTS:	Dick Aimone
SOUND EFFECTS:	Vincent Mallardi
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y.
SPONSOR AND AGENCY:	The Ford Motor Company through J. Walter Thompson Company
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York), Bill Fague (Hollywood)

THE STORY

Called "the thriller of thrillers, the last word in creeping horror stories," by Heywood Broun, the classic Henry James tale, "The Turn of the Screw" -- adapted by James Costigan for Ingrid Bergman's television dramatic debut on "Ford Startime" -- tells the tormenting story of an English governess in the mid-19th century who

(more)

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3 - 'The Turn of the Screw' -- Credits

calls upon all of her courage and power of intellect to defend and save two young children helplessly bound in the spell of "monstrous apparitions." The governess (played by Miss Bergman), called Miss in the story, arrives at the country estate of Bly in Essex, occupied by a "stout, simple and wholesome" housekeeper, Mrs. Grose (Isobel Elsom), and her young charges, Miles (Heywood Morse) and Flora (Alexandra Wager) whom she finds to be "like cherubs, children of gentleness." But she learns of an "unmentionable secret" at Bly. Two "figures of unimistakable horror," the ghosts of a deceased butler, Peter Quint (Paul Stevens), and of the former governess, Miss Jessel (Laurinda Barrett), are "binding the souls" of the children, "turning them into flagrant liars and hypocrites, evil of speech and mind." The tension of her battle (to save the souls of the children) with the specters builds to a climax in the very last line of the Costigan teleplay.

-----O-----

NBC-New York, 10/7/59

DORIS CORWITH LEAVES FOR HOLLYWOOD TO SUPERVISE

'MEET THE PRESS' PROGRAM WITH GOV. BROWN

Doris Corwith, production supervisor of "Meet the Press," will leave today (Wednesday, Oct. 7) for a week's stay in Hollywood, where she will supervise the program with Governor Edmund G. (Pat) Brown of California as guest Sunday, Oct. 11. While there, she will also arrange for two later programs in which governors of other Western states will be guests.

("Meet the Press" is presented on the NBC-TV Network 6-6:30 p.m. EDT; NBC Radio Network -- except WRCA -- as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT.)

-----O-----

NBC-New York, 10/7/59

CREDITS FOR 'THE FORD SHOW' COLORCASTS ON THE NBC-TV NETWORK

TITLE: "The Ford Show"

TIME: NBC-TV Network colorcast, Thursdays,
9:30 p.m. NYT

CURRENT SEASON'S
STARTING DATE: Oct. 1, 1959

ORIGINAL STARTING DATE: Oct. 4, 1956

STAR: Tennessee Ernie Ford

FEATURING: Top Twenty singing group

FORMAT: Musical-variety show (with guest stars)

DIRECTED BY: Selwin Toubert

WRITTEN BY: Howard Leeds and Norman Paul

MUSICAL DIRECTOR: Harry Geller

CHOREOGRAPHY BY: Ward Ellis

ASSOCIATE PRODUCER: Jim Loakes

UNIT MANAGER: Ronald C. Oxford

ASSOCIATE DIRECTOR: Tom Foulkes

COSTUMES BY: Ret Turner

EXECUTIVE PRODUCER: Cliffie Stone

PRODUCTION: A Betford Production in Association with
the NBC-TV Network

SPONSOR: The Ford Division of The Ford Motor
Company

AGENCY: J. Walter Thompson Company

ORIGINATION: Live from NBC-TV Color Studios in
Burbank, Calif.

NBC PRESS REPRESENTATIVES: Jane Westover (Hollywood) Leonard Meyers
(New York)

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NBC-New York, 10/7/59

2 COPIES X-H

BC TELEVISION NETWORK



NEWS

October 8, 1959

THERE'S NOTHING LIKE A DANE! ESPECIALLY WHEN IT'S VICTOR BORGE!

- - -

Three Comedy Sketches Made by Star in Denmark and a Live

Pickup from N.Y. Comprise "Victor Borge's Copenhagen"

On "Pontiac Star Parade" Friday, Oct. 16

Victor Borge has selected three of the comedy sketches filmed and taped in Copenhagen, Denmark, for his "Pontiac Star Parade" special, "Victor Borge's Copenhagen," Friday, Oct. 16 (NBC-TV Network, 10-11 p.m. NYT).

He will present pictorial views of the Danish capital with live comedy narration, a Danish courtroom scene and a comedy version of "Hamlet." The fourth part of the program will be done live from the Ziegfeld Theatre in New York.

Selection of the three filmed and taped sketches were difficult for Borge, who brought back enough material from his homeland to make up two specials. However, because of time limitations, he had to eliminate one lengthy scene filmed in a Danish riding hall at which various Danish performers appeared. He hopes to use the scene in a second special later in the season.

The program will open with scenic views of Copenhagen, studied with pantomime comedy -- much of which is performed by Borge himself in various guises.

(more)

2 - "Victor Borge's Copenhagen"

Borge's cameras will move next to Kronborg Castle at Elsinore, several miles from Copenhagen, where "Hamlet" (played by Clinton Greyne, a Shakespearean actor from England) and "Queen Gertrude" (Betty Marsden, an English actress) are discovered at home in the ancient setting. In the sketch Borge will appear as the ghost of Hamlet's father. The doleful lines of the play are delivered, however, in strictly non-melancholy fashion by the three players.

A comedy sketch concerning the famous "Danish smile," seen under the most trying conditions, will also be presented. The smile, the delight of tourists from all over the world, is ever-present as Borge, a traveler, breaks a Danish traffic law and is summoned into a local courtroom.

In the live portion of the show, presented from the Ziegfeld Theatre in New York, Borge will play excerpts from Rachmaninoff's "Second Piano Concerto," the only occasion during the full-hour special when he performs as an instrumental soloist.

"Victor Borge's Copenhagen" combines film, video tape and live pickups for the finale. The telecast offers the first opportunity for Borge to appear before American television audiences away from the grand piano which has become his trademark.

Prior to coming to the United States, Borge played acting roles in Danish films and also appeared in musical comedies.

"Victor Borge's Copenhagen" was produced and directed by John Goetz and written by Bill Jacobson. Music recorded for the portions of the show done in Denmark was composed and conducted by Andre Popp. Music for the live portions done in the United States will be conducted by Harry Sosnik.

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NBC-New York, 10/8/59

PREMIERE

MIKE SOUCHAK VIES WITH TOM NIEPORTE IN FIRST MATCH
OF 'WORLD CHAMPIONSHIP GOLF' ON NBC-TV NETWORK

Mike Souchak meets Tom Nieporte in the first match of the "World Championship Golf" series Sunday, Oct. 18 (NBC-TV Network, 4:30-5:30 p.m. NYT). The filmed first-round match is played over the Colonial Country Club Course in Fort Worth, Texas.

The following week, on Sunday, Oct. 25, Chick Harbert will face Tommy Jacobs in another first-round match, played at Pebble Beach in Monterey, Calif.

The winners of these two matches meet in a second-round pairing of the tournament Sunday, Nov. 1. All contests will be determined by match play.

Souchak, who tied for third in the National Open this year, has been among the leading money-winners in the pro tournament circuit for the past three years. He has won the St. Paul Open twice, and has victories in the Colonial Invitational and the Texas and Houston Opens. He is a member of the U. S. Ryder Cup team.

Nieporte, a newcomer to professional golfing ranks, won the Rubber City Open this year. He has been among the top finishers in other major tournaments, taking fourth in the Kentucky Derby Open, second in the West Palm Beach Pro-Amateur and fourth in the Tucson Open, all last year.

Bob Crosby will narrate the matches in the 32-week tournament. "World Championship Golf" is sponsored on alternate weeks by the Gem Razor Division of A-S-R Products Corporation and Phillies Cigars.

-----O-----

NBC-New York, 10/8/59

'FURY' STARTS FIFTH SEASON ON NBC-TV NETWORK WITH
CITATION FROM JUNIOR ACHIEVEMENT PROGRAM

"Fury," the popular adventure series about a boy and his horse, starts its fifth season on the NBC-TV Network Saturday, Oct. 10 (11 a.m. EDT) with "Junior Achievement," the first in a new series of episodes.

Upon completing the filming of the "Junior Achievement" episode, the Junior Achievement Program presented producer Irving Cummings Jr. with a citation commending "Fury" for its cooperation in this civic cause. This is the most recent of the many awards won by "Fury." Others include citations from the U. S. Civil Defense Organization and the United Community Funds.

"Fury" is sponsored on alternate weeks by the Borden Company and General Foods Corp., both through Benton and Bowles, Inc., advertising agency.

-----O-----

NBC-New York, 10/8/59

PAUL JONAS, SPORTS EDITOR OF NBC RADIO NETWORK, DIES AT 62

Paul Jonas, 62, sports editor of the NBC Radio Network, died yesterday (Wednesday, Oct. 7) at the Edgewater Beach Hotel in Chicago. He was in that city to supervise NBC Radio's coverage of the World Series.

Born in New York City, Mr. Jonas was raised in Ohio and attended Ohio State University. For many years he toured the United States as a violinist in his own vaudeville act. In 1941, he joined the Mutual Broadcasting System as manager of the music clearance department. Named sports director of the network in 1942, he coordinated World Series coverage and produced "Game of the Day" broadcasts during the major league baseball season.

In 1945, he convinced Baseball Commissioner A. B. "Happy" Chandler to sell broadcasting rights of major league games to the highest bidder. He also originated the idea of "blacking out" network broadcasts within a radius of 75 miles of the major league baseball parks where a game is being played. Started in 1950, the practice has since become standard procedure for radio and television broadcasts.

The Babe Ruth Day broadcast from Yankee Stadium was arranged and supervised by Mr. Jonas in April, 1947. He later presented a gold recording of this program to the Baseball Hall of Fame at Cooperstown, N. Y., where it now hangs over Babe Ruth's locker.

Mr. Jonas joined the NBC Sports Department in October, 1955, as sports editor of the NBC Radio Network. He supervised NBC Radio's coverage of the Friday night "Gillette Cavalcade of Sports" boxing programs and the sports segments of "Monitor."

(more)

2 - Paul Jonas

He is survived by his wife, Mrs. Frances Kolp Jonas, of Old Tappan, N. J.; his mother, Mrs. Jacob Jonas of New York; two brothers, Bert, a theatrical producer in New York, and Louis Jonas of Miami Beach; a sister, Mrs. Mary Goldforb of New York; and a son, William J. Jonas, of North Riverside, Ill.

Interment will take place Friday, Oct. 9, at Greenville, Ohio.

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NBC-New York, 10/8/59

CAST AND CREDITS FOR 'STRAWBERRY BLONDE,'
THE 'REXALL TV SPECIAL' COLORCAST ON
NBC-TV NETWORK SUNDAY, OCT. 18

PROGRAM: "Strawberry Blonde," a "Rexall TV Special."
TIME: NBC-TV Network colorcast, Sunday, Oct. 18, 10
to 11 p.m. EDT.
STARS: Janet Blair, Eddie Bracken and special guest star
David Wayne
FEATURING: Dolores Dorn-Heft and Iggie Wolfington
ADAPTED FOR TV BY: George Baxt (from the original story "One Sunday
Afternoon" by James Hagan)
PRODUCER: David Susskind for Talent Associates, in associa-
tion with the NBC-TV Network.
DIRECTOR: William Corrigan
ASSOCIATE PRODUCER: Jose Vega
SPONSOR: Rexall Drug Co.
AGENCY: Batten, Barton, Durstine & Osborn, Inc.
POINT OF
ORIGINATION: NBC-TV Network color studios, Brooklyn, N. Y.
NBC PRESS
REPRESENTATIVES: Betty Lanigan (New York), Jane Westover
(Hollywood).

CAST LIST

Biff Grimes.....David Wayne
Snapper.....Iggie Wolfington
Amy Lind.....Janet Blair
Virginia Brush.....Dolores Dorn-Heft
Hugo Barnstead.....Eddie Bracken

(more)

STORY LINE

Biff Grimes (David Wayne), a rambunctious Irishman with a crush on the prettiest girl in town, Virginia Brush (Dolores Dorn-Heft) finds that loud-mouthed Hugo Barnstead (Eddie Bracken) has won her with a combination of money and the promise of a glowing future. When Hugo and Virginia wed, Biff takes "second best," Virginia's friend Amy Lind (Janet Blair) -- a nurse with suffragette learnings. After he marries Amy, Biff is given a chance to go into business with Hugo in which he acts as an unwitting dupe for Hugo's crooked deals. Convicted of embezzlement, Biff must serve a five-year term in prison. Upon his release, he becomes a correspondence school dentist and attempts to forget the past. Into town come Virginia and Hugo -- the latter with a bad toothache. Biff sees a chance to avenge himself for the humiliations he has suffered, though his friend Snapper (Iggie Wolfington) cautions him against ruining his life. A good look at the selfish and aging Virginia and her petulant husband enables Biff to gain a new perspective on the life he and Amy have built.

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NBC-New York, 10/8/59

CHAPTER II

Half-past seven (1891) a handsome young man with a
crisp in the hair (John Brown) (John Brown) (John Brown)
Hill) (John Brown) (John Brown) (John Brown) (John Brown)
her with a combination of energy and the power of a giant.
When Hoge and Virginia met, they felt "good day," "good day."
friend my friend (John Brown) - a word which was never
After he married her, still as strong a character as the first, and
thing, in which he was as an important factor in the history of
Concluded of course, it is not a very long time, and in
Upon his release, he became a very successful business man and
remains to this day the best. It is not a very long time, and in
further with a few footnotes. It is not a very long time, and in
the conclusion he has achieved, through his friend, John Brown.
Wolfgang) (John Brown) (John Brown) (John Brown) (John Brown)
between the young Virginia and her husband, and the result was
gain a new perspective of the life he was now living.

PREMIERE

WEST BERLIN POLICE FORCE ANNUAL SHOW OF STRENGTH SPOTLIGHTED
IN FIRST TELECAST OF 'TIME: PRESENT--CHET HUNTLEY REPORTING'

A look at the West Berlin police force as it is put through its paces in an annual show of strength will be telecast as the special news feature on the opening program of the new "Time: Present -- Chet Huntley Reporting" series Sunday, Oct. 11 (NBC-TV Network, 5:30-6 p.m. EDT).

The new format of the program is designed to include spot coverage of major weekend news breaks, as well as a full-length feature. In event of a breaking story of major importance, the feature can be canceled and the entire program given over to spot coverage.

CORRECTION, PLEASE

The role of Miles -- in the supporting cast of Ingrid Bergman's TV dramatic debut in "The Turn of the Screw" colorcast on "Ford Startime" Tuesday, Oct. 20 (NBC-TV Network, 9:30-11 p.m. EDT) -- will be played by Hayward Morse (not Heywood Morse, as listed in cast and credits released Oct. 7).

-----O-----

NBC-New York, 10/8/59

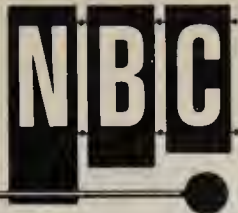
THE FOLLOWING INFORMATION WAS OBTAINED FROM THE RECORDS OF THE
FEDERAL BUREAU OF INVESTIGATION, WASHINGTON, D. C.

ON APRIL 15, 1964, AT NEW YORK, NEW YORK, THE
FEDERAL BUREAU OF INVESTIGATION, NEW YORK OFFICE,
ADVISED THAT THE ABOVE NAMED PERSON WAS
RECORDED IN THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, NEW YORK OFFICE,
ON APRIL 15, 1964, AT NEW YORK, NEW YORK.

THE NEW YORK OFFICE OF THE FEDERAL BUREAU OF INVESTIGATION
ADVISED THAT THE ABOVE NAMED PERSON WAS
RECORDED IN THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, NEW YORK OFFICE,
ON APRIL 15, 1964, AT NEW YORK, NEW YORK.

CONCLUSION

THE NEW YORK OFFICE OF THE FEDERAL BUREAU OF INVESTIGATION
ADVISED THAT THE ABOVE NAMED PERSON WAS
RECORDED IN THE NEW YORK OFFICE OF THE
FEDERAL BUREAU OF INVESTIGATION, NEW YORK OFFICE,
ON APRIL 15, 1964, AT NEW YORK, NEW YORK.



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

October 9, 1959

KEMPER INSURANCE EXPANDS FROM ALTERNATE-WEEK TO FULL SPONSORSHIP
OF 'TIME: PRESENT--CHET HUNTLEY REPORTING' ON NBC-TV NETWORK

- - -

Purchase Covers 26 Weeks of New Sunday Half-Hour Series

The Kemper Insurance Company has expanded its purchase of the NBC-TV Network's "Time: Present -- Chet Huntley Reporting" from alternate-week to full sponsorship for 26 weeks, beginning Sunday, Oct. 11.

The program, a presentation of NBC News, provides a new time period (5:30-6 p.m. NYT) and a flexible new format for the award-winning "Chet Huntley Reporting" series. It will present each week a full-length special news feature. Under the new format, the program will include spot news coverage, and, in the event of a major weekend news break, the spot coverage can be expanded to fill the entire program.

The agency for the Kemper Insurance Company is John W. Shaw Advertising, Inc., of Chicago.

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'LIFE IN THE THIRTIES' GETS ENTHUSIASTIC RESPONSE
AT PREVIEW FOR NATIONAL PRESS CLUB IN WASHINGTON

An overflow audience of newspapermen from all parts of the country greeted a preview of "Life in the Thirties" with enthusiastic applause when the "Project 20" program was shown to members and guests of the National Press Club in Washington, D. C. last night. (Thursday, Oct. 8).

"Life in the Thirties" will be telecast to a nationwide audience Friday, Oct. 16 on the NBC-TV Network, 8:30-9:30 p.m. NYT).

This will be the first of four 1959-60 presentations on the prize-winning "Project 20" series.

Donald Hyatt produced and directed the program. Over a half million feet of newsreel film was examined in preparing this searching picture of our country in the decade between the crash and the Second World War.

-----O-----

GOV. ROCKEFELLER ON 'JACK PAAR SHOW' OCT. 13

Governor Nelson Rockefeller of New York will be a special guest on the NBC-TV Network's "The Jack Paar Show" Tuesday, Oct. 13.

("The Jack Paar Show" is telecast Monday through Friday, 11:15 p.m.-1 a.m. NYT.)

NBC NEWS USES WIRE FILM FOR BRITISH ELECTION COMMENTS
BY MacMILLAN AND GAITSKELL ON 'TODAY' PROGRAM

Trans-Atlantic wire film of Prime Minister Harold MacMillan hailing the victory of the Conservative Party and opposition leader Hugh Gaitskell conceding defeat of the Labor party in Britain's election was telecast today (Friday, Oct. 9) on NBC-TV Network's "Today" program.

The NBC News film was sped from London to New York by the wire film system that permits film pictures to be transmitted on the Atlantic telephone cable. The system had been used by NBC News recently to cover Queen Elizabeth's departure for Canada, Vice President Richard M. Nixon's visit to Russia and President Eisenhower's trip to Europe.

("Today" is telecast Mondays through Fridays, 7-9 a.m. NYT).

NBC-New York, 10/9/59

CREDITS FOR "VICTOR BORGE'S COPENHAGEN"
ON "PONTIAC STAR PARADE"
(NBC-TV Network, Friday, Oct. 16)

PROGRAM: "Victor Borge's Copenhagen" on the "Pontiac Star Parade"

TIME: NBC-TV Network, Friday, Oct. 16, 10 to 11 p.m.
NYT.

FORMAT: Comedy with music. Scenes of Copenhagen, Kronborg Castle at Elsinore, Tivoli Garden, among other Danish locales, with spoken and pantomime comedy. Live portion from the Ziegfeld Theatre, New York, will feature Borge as a pianist.

PRODUCTION: Danika Enterprises Production in association with the NBC-TV Network.

EXECUTIVE PRODUCER: Victor Borge

PRODUCER-DIRECTOR: John Goetz

WRITTEN BY: Peter Dule and Bill Jacobson

MUSIC COMPOSED BY: Andre Popp

MUSIC CONDUCTED BY: Harry Sosnik

POINTS OF ORIGINATION: Copenhagen, Denmark (for film and taped portions of show) and the Ziegfeld Theatre in New York for live portions.

SPONSOR: The Pontiac Division, General Motors Corporation.

AGENCY: MacManus, John and Adams, Inc.

NBC PRESS REPRESENTATIVES: Betty Lanigan (New York); Rolf Gompertz (Hollywood).

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NBC-New York, 10/9/59

'MUSIC FROM M SQUAD' NOMINATED FOR TWO GRAMMY AWARDS

"Music from M Squad," the background theme for NBC-TV Network's "M Squad" series Fridays (9:30 p.m. NYT) has been nominated for two Grammys in the 2nd annual presentation of National Academy of Recording Arts and Sciences Awards.

The music, written by Count Basie, was nominated in the categories of "Best Performance by an Orchestra" and "Best Soundtrack Album -- Background Score from Motion Picture or Television."

"Music from M Squad" was released on the RCA Victor label.

The Grammy Awards will be the subject of a special NBC-TV Network "Sunday Showcase" colorcast Nov. 29 (8-9 p.m. NYT).

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KEENAN WYNN'S AUTOBIOGRAPHY PUBLISHED

"Ed Wynn's Son," the autobiography of Keenan Wynn, star of NBC Television Network's adventure series, "Troubleshooters" Fridays, 8 p.m. NYT, was published this week by Doubleday & Co.

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 18 - 24 (All Times EDT)

Sunday, Oct. 18

8-9 p.m. -- "Our American Heritage" presents "Divided We Stand," starring Ralph Bellamy as Thomas Jefferson and Arthur Kennedy as Alexander Hamilton.

9-10 p.m. -- "The Chevy Show," starring Tony Randall, Jimmy Dean, Shari Lewis, Alfredo Alaria, Sam Butera and the Witnesses, and special guests Louis Prima and Keeley Smith.

10-11 p.m. -- "Strawberry Blonde," starring Janet Blair and Eddie Bracken, with David Wayne as special guest star.

Monday through Friday, Oct. 19-23

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

Monday, Oct. 19

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Oct. 20

9-9:30 p.m. -- "The Arthur Murray Party" - tonight's guests are Johnny Carson, Constance Bennett and Gloria De Haven.

9:30-11 p.m. -- "Ford Startime" presents Ingrid Bergman in "The Turn of the Screw." Miss Bergman's supporting players are Isobel Elsom, Haywood Morse, Alexandra Wager, Paul Stevens and Laurinda Barrett. John Frankenheimer is producer-director.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Oct. 21

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Nat King Cole,

Rosemary Clooney, Gale (Annie Oakley) Davis and Rin Tin Tin are
Perry's guests tonight.

Thursday, Oct. 22

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with
tonight's guest Cliff Arquette.

Friday, Oct. 23

8:30-9:30 p.m. -- "The Bell Telephone Hour" - tonight starring Burl
Ives, Dolores Gray, Art Lund, Patrice Munsel, Brian Sullivan,
Edie Adams, Johnny Cash and the American Ballet Theatre with
John Kriza and Ruth Ann Koesun. Donald Voorhees conducts the
Bell Telephone Orchestra.

Saturday, Oct. 24

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: NBC will colorcast a Big Ten Football Game today. Teams
and starting time will be announced.

7:30-8:30 p.m. -- "Bonanza" - Tonight's drama is "The Saga of Annie
O'Toole," with guest star Ida Lupino.

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NBC-New York, 10/9/59

Wednesday, July 21

8:30-9 a.m. - "The Bell Telephone Hour" - tonight's program will be

9:15 a.m. - "The Bell Telephone Hour" - tonight's program will be

10:00 a.m. - "The Bell Telephone Hour" - tonight's program will be

10:30 a.m. - "The Bell Telephone Hour" - tonight's program will be

Thursday, July 22

8:30-9 a.m. - "The Bell Telephone Hour" - tonight's program will be

9:15 a.m. - "The Bell Telephone Hour" - tonight's program will be

Friday, July 23

8:30-9 a.m. - "The Bell Telephone Hour" - tonight's program will be

9:15 a.m. - "The Bell Telephone Hour" - tonight's program will be

10:00 a.m. - "The Bell Telephone Hour" - tonight's program will be

10:30 a.m. - "The Bell Telephone Hour" - tonight's program will be

11:00 a.m. - "The Bell Telephone Hour" - tonight's program will be

Saturday, July 24

10:30 a.m. - "The Bell Telephone Hour" - tonight's program will be

11:00 a.m. - "The Bell Telephone Hour" - tonight's program will be

11:30 a.m. - "The Bell Telephone Hour" - tonight's program will be

12:00 p.m. - "The Bell Telephone Hour" - tonight's program will be

12:30 p.m. - "The Bell Telephone Hour" - tonight's program will be

1:00 p.m. - "The Bell Telephone Hour" - tonight's program will be

1:30 p.m. - "The Bell Telephone Hour" - tonight's program will be

2 COPIES X-H

NBC TELEVISION NETWORK



October 12, 1959

'SUNDAY SHOWCASE'

MICHAEL A. MUSMANNO, NOTED JURIST WHO DEFENDED SACCO AND VANZETTI,
RETAINED AS CONSULTANT AND PERFORMER FOR NBC-TV NETWORK
'SUNDAY SHOWCASE' TWO-PART TELECAST BASED ON CASE

Justice Michael A. Musmanno of the Pennsylvania Supreme Court -- who figured prominently in the Sacco-Vanzetti case of the 1920s -- has been retained as consultant and performer for the two-part documentary drama based on the case which will be "Sunday Showcase" special telecasts May 22 and 29, 1960, on the NBC-TV Network (8-9 p.m. NYT), it was announced today by Robert Alan Aurthur executive producer.

Aurthur said the distinguished jurist will be a technical adviser, a performer, and a source of background information concerning the case. Justice Musmanno's on-camera role will be determined as the Reginald Rose script is developed, Aurthur added.

Justice Musmanno came to public attention in the 1920s when he offered to serve without pay on the defense staff for Nicola Sacco and Bartolomeo Vanzetti in their trial for a Massachusetts holdup-murder.

(more)

During the closing days of the appeal he took over as director for the defense. Despite the jurist's efforts, the factory hand and the fish peddler were sent to the electric chair on Aug. 23, 1927.

Justice Musmanno subsequently wrote a book based on the case entitled "Twelve Years After." Several chapters of another book, "Verdict," are devoted to the case as well.

The Sacco-Vanzetti trial gained attention around the world. Many maintained the men were victims of the times and that the jury was prejudiced because of the accused pair's political affiliations.

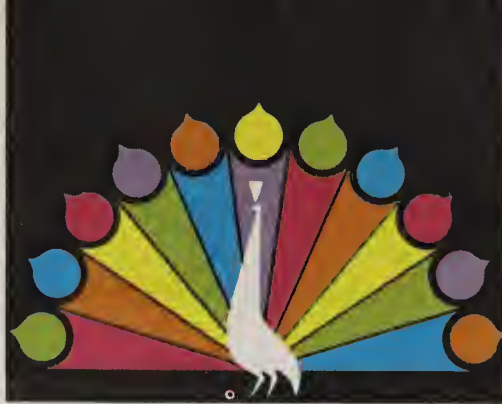
Justice Musmanno, a former Oxford scholar, is the author of nine books. He is a twice-wounded war veteran and has been Representative in the Pennsylvania Legislature and a judge of the war crimes tribunal at Nuremberg, Germany.

He became a state legislator in 1929, and two years later was elected judge of Allegheny County -- the youngest judge in the state. He was next elected to the Court of Common Pleas, and, in 1951, was elected for a 21-year term on the State Supreme Court, the first American of Italian descent to be a member of that body.

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NBC-New York, 10/12/59

NBC TELEVISION NETWORK



NEWS

October 12, 1959

'SUNDAY SHOWCASE'

MARIAN ANDERSON, JIMMY DURANTE AND JOSE ITURBI ADDED TO ROSTER
OF GUESTS ON SPECIAL TELECAST TRIBUTE TO ELEANOR ROOSEVELT

Marian Anderson, Jimmy Durante and Jose Iturbi will join the group of entertainment stars and world headline personalities who will participate in "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25, on the NBC-TV Network (8-9 p.m. NYT). The telecast is in the "Sunday Showcase" series.

Personalities previously announced for the special program are: Lauren Bacall, Ralph Bellamy, Gertrude Berg, Eddie Cantor, Maurice Chevalier, Henry Fonda, Prime Minister David Ben-Gurion of Israel, Sir Alec Guinness, Sir Cedric Hardwicke, Helen Hayes, Sidney Poitier, Elizabeth Taylor and former President Harry S. Truman. Arthur Godfrey will be host of the show.

Jack Benny, Kirk Douglas and Gwen Verdon who were previously scheduled to participate, will not appear.

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NBC-TV NETWORK PROGRAM

MARTIN RACKIN AND JOHN LEE MAHIN, TOP HOLLYWOOD WRITERS-PRODUCERS,
SIGNED BY NBC-TV NETWORK TO AUGMENT NETWORK'S CREATIVE STAFF

- - -

Pair Will Develop, Write, Produce and Supervise NBC-TV Programs

Martin Rackin and John Lee Mahin, two of Hollywood's outstanding film writers and producers, have been signed to long-term contracts by the National Broadcasting Company to develop, write, produce and supervise television programs for the network, it was announced today by David Levy, Vice President, NBC Television Programming and Talent.

In announcing the appointment of Mr. Rackin and Mr. Mahin, which became effective Oct. 1, Mr. Levy said:

"The addition of these two distinguished motion picture writers and producers will augment NBC's creative staff and will help in maintaining and improving the quality of all NBC film product. The willingness of these top craftsmen to enter the TV field at the peak of their professional careers in the motion picture industry, is evidence of the growing maturity of the TV medium."

As a team, Rackin and Mahin wrote and produced the recent John Wayne-William Holden starring picture, "The Horse Soldiers."

Rackin was born in New York City where he attended public schools and later became a newspaperman for the New York Daily Mirror and King Features Syndicate. When two of his novels -- "Buy That Town" and "The Girl Most Likely" -- were bought for motion pictures, he moved to Hollywood. Since then, he has written 40 feature films for such stars as Gary Cooper, Susan Hayward, Alan Ladd, Martin and

(more)

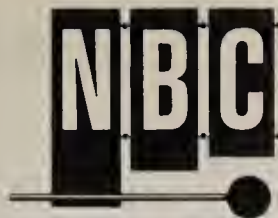
Lewis and other top stars. Among the pictures which he wrote were "Fighting Father Dunne," "The Fallen Sparrow," "The Iron Major" and "The Window."

Mahin was born in Chicago, educated at Harvard and was a newspaperman on The New York Sun. He turned actor, briefly, then came to Hollywood where he wrote the film, "Scarface" in 1927. Since then, he has been one of the most successful writers in the motion picture industry. His films include "Boom Town," "Johnny Eager," "Quo Vadis," "The Bad Seed," "No Time for Sergeants," "Test Pilot," "Captains Courageous," "Dr. Jekyll and Mr. Hyde" and "Red Dust." Among the stars who have appeared in Mr. Mahin's pictures are Clark Gable, Spencer Tracy, Claudette Colbert, Lana Turner, James Stewart, Joan Crawford, Fredric March and many others. He is one of five writers to receive the Screen Writers Guild's Laurel Award and last year was nominated for an Academy Award for his "Heaven Knows, Mr. Allison" script.

Mr. Rackin and Mr. Mahin will headquarter in NBC's Burbank Studios and will report to Alan Livingston, Vice President in charge of Programs for the West Coast.

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NBC-New York, 10/12/59



MUSIC NEWS

A SERVICE OF



October 12, 1959

ENGLISH-LANGUAGE VERSION OF BEETHOVEN'S "FIDELIO" TO BE PUBLISHED
IN PAPER EDITION, COINCIDING WITH COLORCAST
OF OPERA ON NBC-TV NETWORK

The English-language adaptation of Beethoven's only opera "Fidelio" will be published by Ballantine Books Inc. in a paper edition to coincide with the colorcast of the work by the NBC Opera Company on Sunday, Nov. 8 (NBC-TV Network colorcast, 4-6 p.m. EST). The book will sell for 50 cents and will be available to the public by writing to NBC Opera

Box 77
Mount Vernon 10, N. Y.

This is the first time that such a project has been undertaken. If public demand warrants, it will be repeated with other NBC Opera Company productions.

The English version of "Fidelio" was written by Joseph Machlis, who was responsible for the highly successful English renditions of "La Traviata," "La Boheme," "Rigoletto," "War and Peace" and "Dialogues of the Carmelites." In addition to the English text of the opera, the book will contain a preface by producer Samuel Chotzinoff on "Opera in English" and an introduction to the opera "Fidelio" by Machlis.

(more)

The project was undertaken by the NBC Opera Company in cooperation with the publishers to enhance the enjoyment of millions of listeners to the NBC opera telecasts.

According to the publishers, the book may be obtained through the mail for coins, checks or money order -- but not for postage stamps. All details of the publication and sale of the book will be handled by Ballantine Books Inc.

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NBC-New York, 10/12/59

CORRECTION, PLEASE, FOR 'THE MOON AND SIXPENCE'

"The Moon and Sixpence," Friday night special which will be colorcast on the NBC-TV Network Oct. 30 (8-9:30 p.m. NYT), will be sponsored by the Radio Corporation of America, through Kenyon and Eckhardt, Inc., and by Renault, Inc., through the Kudner Agency, Inc.

The Daily News Report story dated Oct. 5 incorrectly listed one of the sponsors as RCA Victor, and the agencies as J. Walter Thompson Company, and Needham, Louis & Brorby, Inc.

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NBC-New York, 10/12/59

CONSTITUTION, PRACTICE, AND THE STATE OF RHODE ISLAND

THE STATE OF RHODE ISLAND, created by the British Crown in 1639, was the first state to be founded by a royal charter. The charter granted the settlers the right to elect their own representatives to a legislative body, the General Assembly. This body was responsible for the governance of the colony, and it was the first of its kind in North America. The charter also granted the settlers the right to elect their own judges, and this right was maintained throughout the history of the state.

The first of these judges was John Coggeshall, who was appointed by the Crown in 1639. He was the first of a long line of judges who served the state, and his appointment was a significant step in the development of the state's judiciary. The judges were responsible for the administration of justice, and they were the first to exercise the power of the state in a judicial capacity.

October 13, 1959

YEAR-LONG SEARCH FOR "TODAY GIRL" ENDS WITH SELECTION
OF FLORENCE HENDERSON FOR SPOTLIGHTED ROLE

- - -

Starts on Dave Garroway's Show Oct. 19

The "Today Girl" has been found!

A year-old search for the right girl as a permanent cast member of Dave Garroway's "Today" show has ended with the signing of Florence Henderson for this diversified and demanding role, producer Robert L. Bendick announced today.

Florence, whose beauty, personality, wit and talent have made her a top entertainment star, will begin her "Today" assignment Monday, Oct. 19 (NBC-TV Network, 7-9 a.m. EDT). She was "girl-of-the-week" on the program during the week of Sept. 21-25 -- one of some three dozen girls who had filled that role while "Today" was looking for a permanent successor to Helen O'Connell and Betsy Palmer.

"Letters from viewers indicated that Florence was as popular a choice with them as she was with the 'Today' family. A petite blonde, she has the wholesome appeal of the girl next door, and an extra measure of warmth and friendliness," Mr. Bendick said.

As "Today Girl," Florence faces a mad and merry whirl requiring the utmost in versatility. She may be expected to drive a mid-get auto or spar with a kangaroo, then return to the "desk," looking poised and unruffled, to comment on the latest fashions or exchange witty remarks with Dave Garroway. Singing a popular ballad, helping
(more)

Jack Lescoulie prepare his "Fearless Forecast" predictions in sports, visiting a Christmas ornament factory, a hospital or the United Nations for a first-hand report -- all these things, and more, will be part of her daily routine as she participates fully in "Today's" kaleidoscopic pattern.

Florence has been a frequent guest on NBC-TV's "Jack Paar Show." She also was co-host with Bill Hayes on "The Oldsmobile Theater" and has appeared in many other television programs, including the spectaculars "Little Women" and "Huckleberry Finn." Her latest album, "Florence Henderson Sings," containing selections from "Flower Drum Song" and "Gypsy," has just been released by RCA Camden Records.

The story of how she got her start in showbusiness by playing hookey has become well known. She took time off from her studies at the American Academy of Dramatic Arts to audition for a walk-on role in the Broadway musical, "Wish You Were Here," landed the part, and was on her way to success. This performance helped her to get the starring role in the long-run Broadway musical, "Fanny," in which she played opposite Walter Slezak and the late Ezio Pinza. She re-created the part on the strawhat circuit a year later.

Florence also portrayed Laurie in the national company of "Oklahoma!" for two years, toured the nightclub circuit with Bill Hayes and was a soloist in two concerts conducted by composer Richard Rodgers -- one with the St. Louis Symphony Orchestra last June and the other at Lewisohn Stadium in New York in August.

(more)

3 - 'Today Girl'

The 25-year-old singer was born in Dale, Ind. She is married to Ira Bernstein, general manager for the producing team of Feuer and Martin. The couple have a two-year-old daughter, Barbara Ellen, and live in Manhattan.

BIOGRAPHICAL SUMMARY--FLORENCE HENDERSON

BIRTHPLACE: Dale, Ind.
BIRTHDATE: Feb. 14, 1934.
EDUCATION: American Academy of Dramatic Arts, New York City.
MARRIED TO: Ira Bernstein
DAUGHTER: Barbara Ellen, 2.
RESIDENCE: New York City.

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NBC-New York, 10/13/59

NBC TELEVISION NETWORK NEWS

October 13, 1959

'SUNDAY SHOWCASE'

'The Milton Berle Special' of Nov. 1, With Lucille Ball and Desi Arnaz as Guests, Will Be 1-Hour Comedy-Drama

Milton Berle will be host to guest stars Lucille Ball and Desi Arnaz in a full-hour comedy-drama custom made for the trio when the "Sunday Showcase" series presents "The Milton Berle Special" on the NBC-TV Network, Sunday, Nov. 1 (8-9 p.m. EST).

The show, which will be telecast in black and white only, is the second of two Berle "specials" scheduled for the 1959-60 season. The first was the variety show of Oct. 11.

Berle "plays himself" on the Nov. 1 show, while Lucille and Desi appear in their familiar TV roles of Lucy and Ricky Ricardo. The setting is the El Rancho Vegas Hotel in Las Vegas where Berle is the headliner, Rickey the orchestra leader and Lucy is "in free flight, as usual."

The story concerns the efforts of Milton and Lucy to stay one jump ahead of jewel thieves who covet a diamond ring Berle has bought as a peace-offering for his wife Ruth (played by Marian Colby). A pair of jewel thieves (played by George Macready and Mike Mazurki) is in hot pursuit of the gem and the chase leads to a wedding chapel where Milt and Lucy are taken for a bridal couple. And their respective spouses are there!

"The Milton Berle Special" will be sponsored by E. I. du Pont de Nemours and Company through Batten, Barton, Durstine & Osborn, Inc., and by the Warner-Lambert Pharmaceutical Company through Lambert and Feasley, Inc. -----o-----

NBC TELEVISION NETWORK NEWS

'SUNDAY SHOWCASE'

GHANA'S PRIME MINISTER--PLUS MILTON BERLE, ART CARNEY, BOB HOPE
AND HENRY MORGAN--ADDED TO ELEANOR ROOSEVELT TV TRIBUTE

Kwame Nkrumah -- the Prime Minister of Ghana -- and Milton Berle, Art Carney, Bob Hope and Henry Morgan will participate in "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25 on the NBC-TV Network (8-9 p.m. EDT.) Mr. Nkrumah's message of good wishes was filmed in Accra, the capital of Ghana for the full-hour "Sunday Showcase" special telecast.

Others in the cast of stars and world leaders are Marian Anderson, Lauren Bacall, Ralph Bellamy, Gertrude Berg, Eddie Cantor, Maurice Chevalier, Jimmy Durante, Henry Fonda, Prime Minister David Ben-Gurion of Israel, Sir Alec Guinness, Sir Cedric Hardwicke, Helen Hayes, Jose Iturbi, Sidney Poitier, Elizabeth Taylor and former President Harry S. Truman.

Arthur Godfrey will be host of the show which is being produced by David Susskind of Talent Associates.

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NBC-New York, 10/13/59

THEY'VE GOT WAGONMASTER SETH ADAMS COVERED!

- - -

"Wagon Train" Co-Star Ward Bond Is Subject of Look Magazine Feature

Co-star Ward Bond and NBC-TV Network's "Wagon Train" series are featured in the current Look Magazine cover story (issue dated Oct. 27).

The article points out that guest stars of "Wagon Train" consider the series an excellent showcase. The feature deals with production problems of the show and highlights a profile of Bond, who plays wagonmaster Seth Adams.

("Wagon Train" is telecast Wednesdays (NBC-TV Network), 7:30-8:30 p.m. NYT.)

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NBC-New York, 10/13/59

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NBC COLOR TELEVISION NEWS



October 14, 1959

'SUNDAY SHOWCASE'

ALEX MARCH NAMED PRODUCER-DIRECTOR
FOR NOV. 8 COLORCAST OF 'ANDROID'

Alex March will be producer-director of the "Sunday Showcase" science-fiction drama, "Android," which will be colorcast on the NBC-TV Network Sunday, Nov. 8 (8-9 p.m. EST), Robert Alan Aurthur, executive producer of the series, announced today.

March, 38, was the original script editor and casting director of the "Philco Playhouse" during its first three years on the NBC-TV Network. Later, he headed the program department at the William Morris Agency, and was an agent for MCA and served as a staff producer at CBS. He produced the last 20 "Kraft Theatre" shows before the weekly NBC-TV drama series went off the air in the Fall of 1958. Prior to that, he worked with Warner Brothers in Hollywood for one year.

"Android" is an original drama by Alfred Bester, noted science-fiction author.

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NBC COLOR TELEVISION NEWS



October 14, 1959

'FORD STARTIME' COLORCAST

SIR ALEC GUINNESS ARRIVING IN N.Y. FOR SCRIPT CONFERENCES
AND REHEARSALS FOR 'THE WICKED SCHEME OF JEBAL DEEKS'

Sir Alec Guinness, distinguished British star of stage and screen, arrives in New York tomorrow (Thursday, Oct. 15) for his first TV dramatic production in America on NBC-TV Network's "Ford Startime" colorcast of "The Wicked Scheme of Jebal Deeks" Tuesday, Nov. 10 (9:30-10:30 p.m. EST).

Sir Alec, arriving from Southampton aboard the French liner Liberte, will star in the title role of the John D. Hess teleplay, to be directed by Franklin Schaffner and produced by Fletcher Markle. Hubbell Robinson is executive producer (for Hubbell Robinson Productions, Inc.) of the "Startime" series of the biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company.

"The Wicked Scheme of Jebal Deeks," adapted by Hess from his September, 1952, Esquire Magazine short story, deals with a mild-mannered bank clerk who devises a scheme to defraud his employers by depositing -- instead of embezzling -- cash in key accounts. Chaos results and, when only Jebal Deeks can re-balance the books, he is offered the presidency of the bank.

(more)

2 - Sir Alec Guinness

Born in London at the outset of World War I, Sir Alec made his stage debut in "Libel" at the Old Vic in 1934. He has subsequently starred in more than three score stage and motion picture productions in England, Scotland, the United States and Canada.

A Commander of the Order of the British Empire, he was knighted by Queen Elizabeth II on Dec. 31, 1958. He won the 1957 Academy Award as best actor of the year for his portrayal of a deluded British prisoner of war in the motion picture, "The Bridge on the River Kwai."

Among his many motion picture successes are "Kind Hearts and Coronets," "The Lavender Hill Mob," "The Man in the White Suit" and "Captain's Paradise."

In addition to many Shakespearean roles, Sir Alec's stage plays included "The Cocktail Party," "Under the Sycamore Tree," "St. Joan" and "The Brothers Karamazov."

Rehearsals for "The Wicked Scheme of Jebal Deeks" will get underway, after five days of script conferences, in the Grand Ballroom of the Edison Hotel on Wednesday, Oct. 21. The production will be taped on Nov. 2 and 3 at NBC's Brooklyn, N. Y., color studios.

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NBC-New York, 10/14/59

CAST AND CREDITS FOR "HALLMARK HALL OF FAME" COLORCAST
OF MAXWELL ANDERSON'S "WINTERSET" ON NBC-TV NETWORK
MONDAY, OCT. 26 (9:30-11 p.m. EST).

DON MURRAY

PIPER LAURIE

GEORGE C. SCOTT

and CHARLES BICKFORD

in

MAXWELL ANDERSON'S

"WINTERSET"

Adapted for Television by.....Robert Hartung
Scenery by.....Warren Clymer
Costumes by.....Noel Taylor
Associate Producer-Director.....Robert Hartung
Produced and directed by.....George Schaefer

CAST

MIO.....Don Murray
MIRIAMNE.....Piper Laurie
TROCK.....George C. Scott
JUDGE GAUNT.....Charles Bickford
GARTH.....Martin Balsam
SHADOW.....George Mathews
ESDRAS.....Anatol Winogradoff
CARR.....Tom Hatcher
POLICEMAN.....Mercer McLeod
RADICAL.....Bernie West
SERGEANT.....Robert P. Lieb

(more)

(500)

2 - Credits for 'Winterset'

LUCIA.....Gilbert Mack
FIRST GIRL.....Joan Rylander
MEN IN BLUE SERGE.....Felice Orlandi
Louis Filette
FIRST SAILOR.....Rocco Bufano
FIRST URCHIN.....Bobby Reed
SECOND URCHIN.....Paul Petrillo
PINY.....Augusta Merighi
HOBO.....James Reese

* * *

PRODUCTION CREDITS

GRAPHIC ARTS: Walter Hyde
MAKEUP: Bob Philippe
ASSOCIATE DIRECTOR: Adrienne Luraschi
CASTING: Sybil Trubin
STAGE MANAGERS: John Lynch
Frank Caden
MUSIC SUPERVISOR: Phebe Haas
LIGHTING: William Knight
VIDEO: Arnold Dick
AUDIO: Phil Falcone
UNIT MANAGER: Frank Evanella
TECHNICAL DIRECTOR: Robert Long
SOUND EFFECTS: William Brinkmeyer

* * *

SPONSOR: HALLMARK CARDS, INC.
AGENCY: FOOTE, CONE AND BELDING
NBC PRESS REPRESENTATIVE: Noreen Sherlock, New York

(more)

3 - Credits for 'Winterset'

THE STORY

"Winterset," a verse drama written by Maxwell Anderson in 1935, is the story of a reckless young man who is bent on avenging the death of his father, who was framed and executed for a crime he did not commit; and how his beloved Miriamne, prevents this from happening.

Mio Romagna, a wanderer about the country, comes to New York where he meets and falls in love with Miriamne Esdras, a lonely young woman. His search brings him to Miriamne's brother, Garth, the witness who held the secret of the case, but was never called on to testify; Judge Gaunt, the presiding judge, who is now insane from remorse and guilt; and Trock Estrella, the gang leader chiefly responsible for the crime. When Mio comes face to face with Trock, he realizes the futility of his mission and the depth of his love for Miriamne.

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NBC-New York, 10/14/59

CHAPTER

"Wiseheart," a young man written by himself, was born in

1887. In the family of a Scottish farmer who is dead on evening.

He died of his father, who was young and married, but a child he

did not want, and now his beloved daughter, remains this time

appearing.

The father, a wanderer about the country, came to the

city where he meets and falls in love with a young woman, a child

young woman. His death leaves her in the hands of a young

the witness who holds the secret of the case, who was never before in

a really, Judge Grant, the leading judge, who is now known

for power and skill, and those who follow for good and evil

responsible for the crime. When the case goes to trial with them,

he returns for justice of his mission and the death of his love

on his return.

THE END OF THE FIRST VOLUME

CREDITS FOR 'WORLD CHAMPIONSHIP GOLF' SERIES ON NBC-TV NETWORK

TIME: NBC-TV Network, Sundays, 4:30 to
5:30 p.m. NYT.

PREMIERE: Sunday, Oct. 18.

HOST AND COMMENTATOR: Bob Crosby.

FORMAT: Thirty-two of the nation's top golf
professionals, including Sam Snead,
Cary Middlecoff, Doug Ford, Mike
Souchak, Art Wall Jr. and Ken Venturi,
competing in a 32-week tournament for
total cash prizes of \$171,000. Com-
petition will be over 18 holes at
match play. Matches will be filmed
at leading golf courses across the
country under auspices of the Pro-
fessional Golfers Association.

FOR PREMIERE SHOW: Opponents -- Mike Souchak vs. Tom
Nieporte.

Origination -- Filmed at Colonial
Country Club course in Fort Worth,
Texas.

Technical adviser for PGA -- Jerry
Barber.

PRODUCER-DIRECTOR: Fred Briskin.

ASSOCIATE PRODUCER: Jesse H. Martin.

PGA TOURNAMENT SUPERVISOR: J. Edwin Carter.

DIRECTOR OF PHOTOGRAPHY: Ralph Staub, A.S.C.

MUSIC AND SOUND SUPERVISION: Irving Friedman.

(more)

2 - Credits for 'World Championship Golf' Series

ASSISTANT DIRECTOR: Floyd Joyer.

DISTRIBUTOR: Screen Gems, Inc.

PRODUCTION BY: Fred Briskin Productions and Mitchell J.
Hamilburg Productions in association
with Screen Gems.

SPONSORS (AND AGENCIES): Gem Razor Division of A-S-R Productions
Corp. (Kenyon & Eckhardt Inc.) and
Phillies Cigars (Wermen & Schorr Inc.).

NBC PRESS REPRESENTATIVES: Bob Goldwater (New York) and Doug
Duitsman (Hollywood).

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NBC-New York, 10/14/59

Gem

2 COPIES X-H

NBC COLOR TELEVISION NEWS



October 15, 1959

'FORD STARTIME'

- - -

Charles Laughton to Narrate and Star in 90-Minute Colorcast
Of "A Midsummer Night's Dream" Highlights With
Shakespearean Troupe at Stratford-on-Avon

Charles Laughton, one of the theatre's most distinguished and versatile performers, will narrate and star in a 90-minute special "Ford Startime" colorcast on the NBC-TV Network presenting -- on video tape from Stratford-on-Avon, England -- highlights of William Shakespeare's comedy, "A Midsummer Night's Dream."

Hubbell Robinson announced that the program will be taped with the world-renowned Shakespeare Memorial Theatre Company at Stratford-on-Avon beginning Nov. 30. Robinson is executive producer (for Hubbell Robinson Productions, Inc.) of the "Startime" series of the biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company.

The TV date for "A Midsummer Night's Dream" will be announced shortly. No attempt will be made to present the entire play, Robinson said, due to its length, but the "Startime" colorcast will offer viewers -- in addition to "A Midsummer Night's Dream" highlights -- a camera tour conducted by Laughton, of Shakespeare's country,

(more)

2 - "A Midsummer Night's Dream"

including the town of Stratford-on-Avon and its famed theatre, the Bard's birthplace and his grave, and the cottage of Anne Hathaway, his wife.

Robinson further announced that Fletcher Markle, an executive of Hubbell Robinson Productions, will produce the TV adaptation of Shakespeare's classic comedy set in Athens and dealing with medieval folklore. Peter Hall, producer of the Shakespeare Memorial Theatre production of "A Midsummer Night's Dream," which has been running for eight months as part of the 100th anniversary celebration of the Memorial Theatre, will direct the TV version. Hall has also directed Laurence Olivier's highly-praised "Coriolanus" in London this season.

Laughton, in addition to acting as guide and narrator for the Stratford tour, will star as Bottom in the "Startime" presentation of "A Midsummer Night's Dream." Mary Ure will co-star in the role of Titania. Miss Ure is currently receiving wide acclaim for her portrayal in the motion picture version of "Look Back in Anger." Vanessa Redgrave, 22-year-old daughter of noted actor Sir Michael Redgrave, also will participate.

Hal Kanter has been engaged by Hubbell Robinson Productions to write the prologue for the special Shakespearean colorcast.

Markle, now in California working on other "Startime" properties, will fly to London early next month to prepare the physical arrangements for the precedent-setting NBC-TV colorcast of "A Midsummer Night's Dream." Stratford-on-Avon's 100th annual Shakespearean Festival ends Saturday, Nov. 28.

Laughton, a native of Scarborough, England, made his New York stage debut in 1931 in "Payment Deferred," followed by

(more)

3 - "A Midsummer Night's Dream"

"The First Alibi." After several years in Hollywood, he returned to Broadway in "Don Juan in Hell" and subsequently as actor-director in the 1956 revival of "Major Barbara." He is also noted for his readings from the Bible, and has starred in more than 50 motion pictures in England and the United States, including "The Private Life of Henry VIII" (for which he won an Academy Award), "The Sign of the Cross," "The Barretts of Wimpole Street," "Mutiny on the Bounty," "Jamaica Inn," "The Canterville Ghost," "This Land Is Mine," "Captain Kidd," "Arch of Triumph," "The Paradine Case," "The Man on the Eiffel Tower" and many others.

Considered one of England's most beautiful communities, Stratford-on-Avon is an 11,000-population borough in Warwickshire, on the west bank of the Upper Avon, and approximately 95 miles northwest of London. Shakespeare was born there in 1564 in a small room on gabled Henley Street. The site of the home nearby that he purchased in 1597 is marked -- the building was torn down in 1759 -- and to this "New Place" Shakespeare retired in 1610 and there he died six years years later.

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NBC-New York, 10/15/59

The first edition of "The New York Public Library" was published in 1901. It was a comprehensive survey of the library's collections and its services. The book was written by the then Librarian, Mr. J. H. Thompson. It was a landmark publication, as it was the first time that the library's holdings had been systematically recorded. The book was well-received and provided a valuable resource for scholars and the general public alike. It also served as a model for other libraries, showing them how to organize and describe their collections.

The second edition of "The New York Public Library" was published in 1910. It was a revised and expanded version of the first edition. It included new information about the library's collections and its services. It also included a new section on the library's history. The book was written by the then Librarian, Mr. J. H. Thompson. It was a landmark publication, as it was the first time that the library's holdings had been systematically recorded. The book was well-received and provided a valuable resource for scholars and the general public alike. It also served as a model for other libraries, showing them how to organize and describe their collections.

The third edition of "The New York Public Library" was published in 1920. It was a revised and expanded version of the second edition. It included new information about the library's collections and its services. It also included a new section on the library's history. The book was written by the then Librarian, Mr. J. H. Thompson. It was a landmark publication, as it was the first time that the library's holdings had been systematically recorded. The book was well-received and provided a valuable resource for scholars and the general public alike. It also served as a model for other libraries, showing them how to organize and describe their collections.

NBC TELEVISION NETWORK NEWS

October 15, 1959

'SUNDAY SHOWCASE'

ELEANOR ROOSEVELT WILL APPEAR ON SPECIAL OCT. 25 TELECAST
WHEN NOTED PERSONALITIES WILL OBSERVE HER DIAMOND JUBILEE

Eleanor Roosevelt will appear on the special full-hour NBC-TV Network telecast Sunday, Oct. 25 (8-9 p.m. EST) that will honor her and the Cancer Research Institute bearing her name. World leaders and top showbusiness personalities will participate in the program titled "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee."

Participants in the telecast will include: Marian Anderson, Lauren Bacall, Ralph Bellamy, Gertrude Berg, Milton Berle, Eddie Cantor, Art Carney, Maurice Chevalier, Jimmy Durante, Henry Fonda, Sir Alec Guinness, Sir Cedric Hardwicke, Helen Hayes, Bob Hope, Jose Iturbi, Henry Morgan, Sidney Poitier and Elizabeth Taylor. Former President Harry S. Truman, Prime Minister Ben-Gurion of Israel and Prime Minister Kwame Nkrumah of Ghana will also appear to deliver messages of good wishes to Mrs. Roosevelt.

Arthur Godfrey is host of the telecast which is being presented in the "Sunday Showcase" series.

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NBC COLOR TELEVISION NEWS



October 15, 1959

VICE PRESIDENT NIXON AND HIS MOTHER WILL PARTICIPATE IN COLORCAST
OF ART LINKLETTER'S "SECRET WORLD OF KIDS" ON "FORD STARTIME"

- - -
Son to Eavesdrop as Mother Talks of His Childhood

Vice President Richard Nixon and his mother, Mrs. Hannah Nixon, will appear as honored guests on Art Linkletter's "Secret World of Kids" on "Ford Startime" Tuesday, Oct. 27 (NBC-TV Network colorcast, 9:30-10:30 p.m. EST).

Mrs. Nixon will recall experiences from the "secret world" of her famous son's childhood and, while she is talking to Linkletter, the Vice President will be eavesdropping on the conversation. Later, he will be asked to illuminate some of the "secrets" his mother has divulged.

Also appearing in starring roles in the "Secret World of Kids" are Ann Blyth, Vincent Price, Teddy Rooney, Angela Cartwright, Jon Provost with Lassie, and special guest star Ed Wynn. Jerry the chimp and members of the Mitchell Boys' Choir also will appear in segments of the colorcast.

The program is built around Linkletter's new book, "The Secret World of Kids," and in both a serious and humorous vein, consists of interviews with "kids who say the darndest things,"

(more)

introductions of children from foreign lands, comedy sketches highlighting both children and grown-ups, special musical numbers and some additional Linkletter "surprises." Paul Henning is producer and also co-writer with Dick Wesson. Dick McDonough is director.

"Startime" is the biggest series of colorcast specials ever presented on TV by a single sponsor, the Ford Motor Company. Hubbell Robinson is the "Startime" executive producer. J. Walter Thompson Company is the advertising agency for the sponsor.

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NBC-New York, 10/15/59

TV PRODUCER-DIRECTOR JACK DONOHUE SIGNS NBC CONTRACT

Jack Donohue, TV producer-director, has signed a contract with the NBC Television Network, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Donohue, who has been identified with various areas of show business for more than 25 years, has been assigned as producer-director of the Dean Martin and Cyd Charisse shows to be telecast on NBC-TV later this season.

Donohue was born in New York City. He started his career as a dancer in the "Ziegfeld Follies" chorus in 1931. After other appearances as a dancer on Broadway and in the movies, he entered television as producer-director of several shows starring Frank Sinatra. He later held similar positions on the Red Skelton and George Gobel TV programs and several Dean Martin specials.

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NBC-New York, 10/15/59

FRANK BLAIR AND DON RUSSELL NAMED "AMBASSADORS-AT-LARGE"

BY THE PRESIDENT'S COUNCIL ON YOUTH FITNESS

- - -

Honorary Titles Awarded Co-Hosts of NBC Radio's "It's Network Time"

Frank Blair and Don Russell, co-hosts of NBC Radio's "It's Network Time," received the honorary title of "Ambassadors-at-Large Of Youth Fitness" today from the President's Council on Youth Fitness.

The presentation was made on "It's Network Time" by Shane MacCarthy, executive director of the council. In accepting the honor, Blair and Russell agreed individually to assume these duties:

"To use every opportunity to promote all the ideals -- mental, moral and physical -- which are integral parts of the theme of youth fitness.

"To use every occasion to alert and stimulate adults to the urgent necessity to provide opportunity and incentive for youth to use their hands, feet, minds and hearts in useful work, wholesome recreation and unselfish deeds.

"To continue to forewarn youth of the danger of growing into automatons, relying on gadgets, without disciplined development of mind, will and body."

The President's Council on Youth Fitness is composed of seven Cabinet members who are charged with the responsibility of promoting the "efficacy of existing programs and the launching of additional programs which will enhance the fitness of American youth."

("It's Network Time" is broadcast Monday through Friday at 12:05-2 p.m. EDT, with a delayed broadcast scheduled by many NBC affiliates at 2:05-4 p.m. EDT.)

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9034 Sunset Blvd., Hollywood 46, California

400 Madison Avenue, New York 17, N.Y.

October 9, 1959

AN OPEN LETTER TO TV EDITORS, COLUMNISTS,

MUSIC EDITORS AND DISC JOCKEYS

We think you'll agree that performance is the essential ingredient of show business. That's why the first televised awards show of the National Academy of Recording Arts and Sciences (NBC-TV, Nov. 29) will be an hour of performances of the Best Recordings of 1959. In this respect the show will differ from previous awards shows in that instead of just accepting an award, an artist will sing or play the number that has earned that award.

To make this possible we will have to sign winners of the top 10 or 12 awards to appear on the show. This will involve a pre-show opening of ballots in these categories to determine who the winners are.

The selection of the winners of NARAS awards is under the strict control of the respected firm of Haskins and Sells. On or about October 21, the three National Trustees of NARAS from the West Coast will meet in the Los Angeles office of Haskins and Sells. At the same time the East Coast Trustees will meet in Haskins and Sells' New York office, and with a phone line open the ballots will be opened. Then the winning artists will be sent a registered letter by Haskins and Sells advising them that they are to receive awards on the show. As each artist is signed for the show a public announcement will be made.

Our primary wish is to present the most entertaining show possible, and we hope you will agree that this approach to an awards show is the best possible one for our Academy.

Thank you for your interest and assistance.

Sincerely,

NATIONAL TRUSTEES

James B. Conkling
Lee Gillette
Paul Weston

George Avakian
Neal Hefti
John Stevenson



TRADE NEWS

2 COPIES X-H

October 16, 1959

NBC RADIO NETWORK ANNOUNCES FLEXIBLE NEW PATTERN OF OPERATION
PRESENTING EXPANDED NEWS AND INFORMATIONAL SCHEDULE, GIVING
AFFILIATES WIDE CHOICE OF OPTIONAL ENTERTAINMENT FEATURES

A flexible new pattern of operation for the NBC Radio Network, presenting an expanded news and informational schedule and offering affiliates a wide choice of optional entertainment features through an NBC Program Service, was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

Starting Jan. 1, 1960, the regular network schedule will consist of news, informational and public-service programs -- such features as "Monitor," "News on the Hour," the "Image" Series, the World Series, the "Gillette Cavalcade of Sports" and 15-minute shows of news, commentary and analysis.

The network's five-minute news programs will be increased by 50 per cent with the addition of eight new analysis and commentary programs. The network plans a 100 per cent expansion of the "Image" series, each consisting of 35 to 40 hours of programming in depth on a broad topical theme, and other special programs are under development.

(more)

2 - Radio Affiliates

NBC Radio's affiliated stations will receive traditional full compensation from the network for carrying these features on the regular schedule.

The new plan resulted from the combined efforts of the network and the NBC Radio Affiliates Executive Committee. At the close of a two-day meeting in New York which ended today, the committee, headed by George W. Harvey, Vice President and General Manager of radio station WFLA, Tampa, Fla., expressed its unanimous endorsement of the plan. Speaking for the committee, Mr. Harvey said:

"The NBC Radio Affiliates Executive Committee, recognizing the need of the American people for a strong radio network news and informational service, has wholeheartedly endorsed the NBC plan and will urge all affiliates to adopt it at regional meetings which will take place within the next 10 days.

"The committee feels that NBC is properly concentrating its efforts in the direction of specialization in supplying to its affiliates those types of programs which can be better done on a national level than can be done on the local level by the individual station -- programs which are essential for an informed public in these critical and vital times. The plan also offers local stations more flexibility and more opportunity to meet programming needs which are characteristic of each station's own community.

"Over a period of several months, the committee and the network have worked together closely and diligently to achieve this logical and constructive result. The plan sets a pattern, the committee feels, which will permit network radio to advance and prosper throughout the foreseeable future."

(more)

3 - Radio Affiliates

Entertainment shows -- such as the current "My True Story," "NBC Radio Theater" and "It's Network Time" -- will be made available to affiliates on a fee basis from the NBC Program Service for local and national spot sales. A broad variety of such programs, including commentary and sports vignettes, will be auditioned for the affiliates starting Nov. 15. They will start reaching the air Jan. 1.

"This plan," Mr. Culligan said, "is the direct result of increasingly heavy demands from our affiliate stations for more emphasis on news and special events programming and, at the same time, the need of individual stations for more emphasis on news and special events programming to meet local competitive situations and better adjust their programming to other problems peculiar to their own localities.

"The large inventory of varied entertainment programming which affiliates will be able to purchase from our new Program Service will amply fill these individual requirements and give them even better opportunity to develop localized program appeal.

"Under this new arrangement, NBC will be offering as much radio programming as we do now -- in fact, even more. Since we are offering such an attractive and flexible choice of entertainment programming, tailored to station needs, I can foresee an over-all expansion of NBC radio programs on the air."

Attending the two-day meeting were: David M. Baltimore, President and General Manager of WBRE, Wilkes-Barre, Pa.; Frank Gaither, General Manager of WSB, Atlanta, Ga.; William Grant,

(more)

4 - Radio Affiliates

President of KOA, Denver, Colo.; Douglas Manship, President of WJBO, Baton Rouge, La.; William Goetze, General Manager of KFSD, San Diego, Calif.; Ralph Evans, Executive Vice President of WOC, Davenport, Iowa; Harold Hough, Director of WBAP, Fort Worth, Tex.; and Willard Schroeder, President and General Manager of WOOD, Grand Rapids, Mich.

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NBC-New York, 10/16/59

October 16, 1959

TWO OF THE YOUNGEST GOVERNORS IN U.S.--EDMONDSON OF OKLAHOMA
AND HATFIELD OF OREGON--WILL 'MEET THE PRESS'

Governors J. Howard Edmondson of Oklahoma and Mark O. Hatfield of Oregon -- two of the nation's youngest governors -- will be guests on "Meet the Press" Sunday, Oct. 25 (NBC-TV Network, 6-6:30 p.m. EST; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EST; WRCA time, 10:35-11 p.m. EST).

Governor Edmondson is a Democrat and Hatfield a Republican. They will be interviewed individually by a panel including Jack Bell of the Associated Press, Bill Henry of NBC News and Gladwin Hill of the New York Times. Lawrence E. Spivak, producer of "Meet the Press," will be moderator. The program, a Public Affairs presentation of NBC News, will be telecast live from Los Angeles.

NBC TELEVISION NETWORK NEWS

October 16, 1959

'SUNDAY SHOWCASE'

VICE PRESIDENT NIXON WILL PARTICIPATE IN SPECIAL OCT. 25 TELECAST
OF 'A TRIBUTE TO ELEANOR ROOSEVELT ON HER DIAMOND JUBILEE'

Vice President Richard Nixon will appear from Washington, D. C., on "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25, on the NBC-TV Network (8-9 p.m. EST). Mr. Nixon will join other world leaders in extending good wishes to Mrs. Roosevelt and the Cancer Research Institute which bears her name.

As previously announced, former President Harry S. Truman, Prime Minister David Ben-Gurion of Israel, Prime Minister Kwame Nkrumah of Ghana and Mrs. Roosevelt herself will participate in the special telecast which will also be highlighted by a big roster of showbusiness headliners.

The full-hour telecast is a presentation in the "Sunday Showcase" series.

NBC RADIO NETWORK NEWS

October 16, 1959

Attention, Sports Editors

LEN DILLON IS APPOINTED SPORTS EDITOR OF NBC RADIO NETWORK

Appointment of Len Dillon as sports editor of the NBC Radio Network was announced today by Tom S. Gallery, NBC Sports Director.

Dillon will join the NBC Sports Department Oct. 26 after 10 years as sports director and sportscaster of radio station WFAS in White Plains, N. Y.

As NBC Radio sports editor, he will supervise broadcasts of the Friday night "Gillette Cavalcade of Sports" boxing bouts and other top sports events covered by NBC Radio, and will coordinate the sports segments of "Monitor." He succeeds Paul Jonas, who died Oct. 7.

Dillon has covered several sports events for NBC Radio in the past few years, including the National Open Golf Championship in 1959 and the Women's Open Golf Championship in 1957, both at Winged Foot Golf Club in Mamaroneck, N. Y. He is 39 years old, a native of New York City, attended Columbia University and served in the Army three years, including a year with the American Forces Radio Network in Europe.

A brother, Jack Dillon, is a television director in the NBC Sports Department.

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STATION WCKM OF BATTLE CREEK TO BECOME
AFFILIATE OF NBC RADIO NETWORK

Radio station WCKM of Battle Creek, Mich., will become an affiliate of the NBC Radio Network on Oct. 17, it was announced today by Harry Bannister, Vice President in charge of Station Relations.

WCKM, which operates full time with 1000 watts power on 930 kilocycles, is owned and operated by the Michigan Broadcasting Company. Eugene Cahill is the general manager.

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NBC-New York, 10/16/59

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For November (All Times EST)

Sunday, Nov. 1

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah's guests tonight are Art Buchwald, Eddie Constantine, Diane Dayde, Marcel Marceau, Les Marottes and Michel Renault.

Monday through Friday, Nov. 2-6

6:30-7 a.m. -- "Continental Classroom" -- Dr. John F. Baxter is teacher of course in Modern Chemistry.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is host.

Monday, Nov. 2

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Nov. 3

9-9:30 p.m. -- "The Arthur Murray Party" -- Guy Madison, Vivian Vance and Sheila Connelly are guests tonight.

9:30-10:30 p.m. -- "Ford Startime" presents "The Dean Martin Show." -- Dean's guests for this special program are Frank Sinatra and Mickey Rooney. Augie and Margo dance team, are featured.

Wednesday, Nov. 4

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-10 p.m. -- "Another Evening with Fred Astaire" -- Astaire's supporting cast includes Barrie Chase, The Jonah Jones Quartet, Ken Nordine, The Bill Thompson Singers and David Rose and his orchestra.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER

Thursday, Nov. 5

9:30-10 p.m. -- "The Ford Show" -- Tennessee Ernie Ford's guest tonight is Darren McGavin.

Friday, Nov. 6

8:30-9:30 p.m. -- "The Bell Telephone Hour" salutes the Armed Forces. Charlton Heston is host. Stars are Johnny Desmond, John Raitt, Jane Froman, Giulietta Simionato, Jaye P. Morgan, The Four Lads, Jacques D'Amboise, Allegra Kent, Gene Nelson, Taina Elg and the U. S. Coast Guard Glee Club.

Saturday, Nov. 7

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:15 p.m. to conclusion -- NBC-NCAA football game between Boston College and Pittsburgh.

7:30-8:30 p.m. -- "Bonanza"

Sunday, Nov. 8

4-6 p.m. -- The NBC Opera Company presents Beethoven's "Fidelio," in a new English version by Joseph Machlis, especially commissioned by NBC.

7-8 p.m. -- "Riverboat" -- tonight's drama, "A Night at Trappers' Landing," will be colorcast. Darren McGavin and Burt Reynolds star.

8-9 p.m. -- "Sunday Showcase" presents "Android," -- an original drama by Alfred Bester, noted science-fiction author.

Monday through Friday, Nov. 9-13

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

(more)

3 - NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER

Monday, Nov. 9

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Nov. 10

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" presents Sir Alec Guinness
starring in "The Wicked Scheme of Jebal Deeks."

Wednesday, Nov. 11

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 12

9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford,
with his guest Minnie Pearl.

Friday, Nov. 13

8:30-10 p.m. -- "The Art Carney Show." -- Tonight, Art Carney
stars in Thornton Wilder's "Our Town." Jose Quintero is
director.

10-11 p.m. -- "Music from Shubert Alley" -- a musical program
starring Andy Williams as host, Alfred Drake, Lisa Kirk, Doretta
Morrow, Ray Walston, Betty Comden and Adolph Green and the
whipdancers from the Broadway musical "Destry Rides Again."

Saturday, Nov. 14

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Nov. 15

7:30-9 p.m. -- "The Hallmark Hall of Fame" presents "A Doll's
House," -- starring Julie Harris, Christopher Plummer, Jason
Robards Jr., Eileen Heckart and Hume Cronyn. James Costigan
adapted the Henrik Ibsen play for television.

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4 - NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER

Sunday, Nov. 15 (Continued)

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Nov. 16-20

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

Monday, Nov. 16

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Nov. 17

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 -- "Ford Startime" presents a television salute to vaudeville, starring Jack Benny and George Burns. Singer Bobby Darin and other stars also will participate.

Wednesday, Nov. 18

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 19

9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford.

Friday, Nov. 20

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents an all-Gershwin program starring Ella Fitzgerald, Vic Damone, Marge and Gower Champion, Polly Bergen and Andre Previn. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Nov. 21

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: -- NBC will colorcast a Big Ten football game today -- teams and starting time to be announced.

(more)

5 - NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER

Saturday, Nov. 21 (Continued)

7:30-8:30 p.m. -- "Bonanza"

8:30-9:30 p.m. -- "The Pontiac Star Parade" -- starring Gene Kelly,
with Donald O'Connor and Carol Lawrence.

Sunday, Nov. 22

8-9 p.m. -- "Our American Heritage" presents a drama based on an
incident in the life of Eli Whitney.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Red Skelton is one
of Dinah's guests tonight.

Monday through Friday, Nov. 23-27

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

Monday, Nov. 23

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Nov. 24

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" presents Rosalind Russell
starring in a dramatic production -- title and details to be
announced.

Wednesday, Nov. 25

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 26

9:30-10 p.m. -- "The Ford Show" -- starring Tennessee Ernie Ford.

Friday, Nov. 27

8:30-9:30 p.m. -- "The Miracle on 34th St" -- a special pre-
Yuletide drama starring Ed Wynn, Peter Lind Hayes and Mary
Healy and Susan Gordon.

(more)

6 - NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER

Saturday, Nov. 28

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:15 p.m. to conclusion -- Army-Navy football game at Municipal Stadium, Philadelphia, Pa.

7:30-8:30 p.m. -- "Bonanza"

Sunday, Nov. 29

8-9 p.m. -- "Sunday Showcase" presents the National Academy of Recording Arts and Sciences Awards. Performances by the 1959 winners will be featured.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday, Nov. 30

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

10-11 p.m. -- "The Steve Allen Plymouth Show"

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NBC-New York, 10/16/59

THE NATIONAL BROADCASTING COMPANY

2 COPIES X-H

Rockefeller Plaza, New York 20, N. Y.

October 17, 1959

In response to requests for comment on the CBS announcement that it will drop quiz shows, the following statement was issued by the National Broadcasting Company:

"The American public has been seriously misled and deceived through the rigging of certain quiz shows. The networks, NBC included, must accept their share of responsibility for this breach of public faith.

"However, NBC does not accept the premise that all programs offering substantial prizes -- whether quiz, panel, audience-participation or contest shows -- are inherently dishonest. These program forms virtually parallel the life of broadcasting, radio as well as television. Millions of Americans like and want them.

"It is not clear to NBC at this time how far the CBS action is intended to go. If it involves dropping only one or two daytime quiz shows, we do not consider it particularly significant. If it is given blanket application to such popular nighttime quiz and contest favorites as 'I've Got a Secret' and 'What's My Line?' then we think millions

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of Americans will be the losers by it. If it exempts shows that offer \$1,000 in prizes ('To Tell the Truth') and bans shows that offer \$2,500 ('Top Dollar'), then we consider it confusing. Can honesty be equated with the size of a prize?

"We do not believe that amputation of one of the oldest and best-liked program forms is the answer to television's current difficulties.

"NBC's answer to this serious and perplexing problem is to accept the challenge of devising and implementing every conceivable safeguard that our resources and our abilities can fashion. We think that is the primary task facing the networks -- rather than abdication of their function of continuing to offer a full range of those program types preferred by the viewing audience."

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NBC-New York, 10/17/59

2 COPIES X-H

NBC COLOR TELEVISION NEWS



October 19, 1959

'OUR AMERICAN HERITAGE'

- - -

James Whitmore, Melvyn Douglas, Teresa Wright, John Baragrey
To Head All-Star Roster for Colorcast Dramatizing
Crucial Last Days of U.S. Grant's Life

An all-star cast -- headed by James Whitmore as Ulysses S. Grant, Melvyn Douglas as Mark Twain, Teresa Wright as Julia Grant and John Baragrey as Robert E. Lee -- has been assembled for the fourth colorcast production, dealing with the crucial last days of Grant's life, in the NBC-TV Network's "Our American Heritage" series of dramatic specials.

Mildred Freed Alberg, producer of the series which premiered Sunday, Oct. 18, to nationwide critical acclaim, announced that John Whedon has written the Grant teleplay, as yet untitled, which will be colorcast Sunday, Feb. 21 (8-9 p.m. EST). The production, now in rehearsal, will be taped at NBC's Brooklyn Color Studios on Oct. 30. Jack Smight is the director.

Whitmore, a native of White Plains, N. Y., attended the American Theatre Wing School and made his Broadway stage debut in 1947 in "Command Decision." Subsequently, he has had many television roles and has starred in more than 25 motion pictures, including

(more)

"Battleground," "The Asphalt Jungle," "The Next Voice You Hear,"
"Above and Beyond," "Battle Cry," "The Last Frontier," "Them" and
"Oklahoma."

Douglas -- star of stage, screen and television -- made his
New York stage debut 1919 in "A Free Soul." His theatre credits also
include "Back Here," "Recaptured," "Tonight or Never," "No More
Ladies," "Two Blind Mice," "The Bird Cage," "Time out for Ginger,"
"Inherit the Wind," "Waltz of the Toreadors" and currently, "The Gang's
All Here." His many motion picture credits include "As You Desire Me,"
"She Married Her Boss," "Mr. Blandings Builds His Dream House," "The
Great Sinner" and "Carriage Entrance."

Miss Wright began her stage career as an understudy in "Our
Town" on Broadway in 1938. In 1939, on Broadway, she portrayed Mary
in "Life with Father," and subsequently became a star of motion
pictures, including "The Little Foxes," "Pride of the Yankees," "Shadow
of a Doubt," "Casanova Brown," "Imperfect Lady," "The Best Years of
Our Lives," "Enchantment," "The Capture," "The Men" and "Mrs. Miniver,"
for which she received a 1942 Academy Award.

Since appearing on Fred Coe's first dramatic TV offering in
1945, Baragrey has been starred or featured in more than 500 major TV
plays. In 1951, he was voted the best television actor of the year.
In the theatre, he has performed in many productions, including "Design
for Living," "The Enchanted," "Candlelight," "Road to Rome" and "The
Royal Family." His motion picture credits include "Loves of Carmen,"
"The Saxon Charm," "Shockproof" and "Pardners."

"Our American Heritage" is prepared in collaboration with the
editors of American Heritage magazine and is sponsored by the Equitable
Life Assurance Society of the United States through Foote, Cone and
Belding.

NBC TELEVISION NETWORK NEWS

October 19, 1959

'SUNDAY SHOWCASE'

WORLD LEADERS AND TOP SHOWBUSINESS PERSONALITIES PARTICIPATE
IN 'A TRIBUTE TO ELEANOR ROOSEVELT ON HER DIAMOND JUBILEE'

- - -

Highlights Listed for Special Telecast on NBC-TV Network

"A Tribute to Eleanor Roosevelt on Her Diamond Jubilee," full-hour special on the NBC-TV Network Sunday, Oct. 25 (8-9 p.m. NYT), will include salutes by world leaders and by 18 showbusiness headliners.

Vice President Richard Nixon, former President Harry S. Truman, Prime Minister Ben-Gurion of Israel, and Prime Minister Kwame Nkrumah of Ghana will be seen presenting messages honoring both Mrs. Roosevelt -- who will also appear -- and the Cancer Research Institute which bears her name.

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Thousands of women throughout the country will meet to view "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee." Special meetings will be held by members of ladies auxiliaries of the Eleanor Roosevelt Institute for Cancer Research, the American Association for the United Nations, and various civic and philanthropic organizations to watch the full-hour special telecast.

Arthur Godfrey will be host of the telecast special scheduled in NBC-TV's "Sunday Showcase" series.

Bob Hope will do one of his characteristic monologues, Art Carney and Henry Morgan will combine their comedy talents in a sketch involving a baseball interview (a take-off on routines they did together on radio), and Jose Iturbi will play Chopin's "Waltz in A Flat."

Eddie Cantor will re-create his renowned "Maxie the Taxi" sketch, Gertrude Berg and Sir Cedric Hardwicke will sing "I Remember It Well" and Jimmy Durante promises to "break up the joint" with several musical numbers including "Hinky-Dink." Maurice Chevalier will sing "Thank Heaven for Little Girls" and "Just in Time" and Marian Anderson's numbers are "He's Got the Whole World in His Hands," and "Go Down, Moses."

The symbol for the telecast is a partially opened door, which signifies that only part of the secret of cancer is known. The large cast of showbusiness celebrities will help illustrate this symbol and indicate how the door can be opened. They will also introduce patients from various hospitals across the country.

A rundown of the telecast follows:

Arthur Godfrey will open the program and explain its purpose.

Helen Hayes will introduce a patient and Art Carney and Henry Morgan will do their sketch.

Sidney Poitier will appear before the second door and introduce Gertrude Berg and Sir Cedric Hardwicke, who will join in their song duet.

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Godfrey will introduce Prime Minister David Ben-Gurion of Israel, who will deliver his Diamond Jubilee message to Mrs. Roosevelt from Tel Aviv (via film).

Lauren Bacall will appear before a third hospital door to introduce Bob Hope and his monologue.

Kwame Nkrumah, Prime Minister of Ghana, will be seen in his greeting from Accra, capital of the new nation (via film).

Henry Fonda will introduce pianist Jose Iturbi.

Milton Berle will follow to introduce Eddie Cantor and his sketch.

Elizabeth Taylor and Maurice Chevalier are the next stars.

Ralph Bellamy will appear before another door and Jimmy Durante will offer his entertainment for the patient. Bellamy will then introduce former President Harry S. Truman, who will appear (via film) from Independence, Mo.

Marian Anderson will sing two spirituals.

Vice President Richard Nixon will appear from Washington, D. C., to send his message to Mrs. Roosevelt.

Godfrey will introduce Mrs. Roosevelt, who will discuss the purpose of her work in the cancer field, and Godfrey will unveil a model of the Eleanor Roosevelt Institute for Cancer Research, which will be built in Denver, Colo.

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NBC-New York, 10/19/59

'SUNDAY SHOWCASE'

PARTICIPANTS AND CREDITS FOR TELECAST TRIBUTE
TO ELEANOR ROOSEVELT ON HER DIAMOND JUBILEE
ON NBC-TV NETWORK SUNDAY, OCT. 25

TITLE: "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee."

TIME: On NBC-TV Network's "Sunday Showcase," Sunday, Oct. 25, 8-9 p.m. EST.

FORMAT: World leaders and entertainment headliners will salute Mrs. Roosevelt and the Cancer Research Institute which bears her name in a special full-hour telecast of greetings, narration and variety.

PARTICIPANTS: Mrs. Eleanor Roosevelt, Vice President Richard Nixon, former President Harry S. Truman, Prime Minister David Ben-Gurion of Israel and Prime Minister Kwame Nkrumah of Ghana. Arthur Godfrey (host), Marian Anderson, Lauren Bacall, Ralph Bellamy, Gertrude Berg, Milton Berle, Eddie Cantor, Art Carney, Maurice Chevalier, Jimmy Durante, Henry Fonda, Sir Cedric Hardwicke, Helen Hayes, Bob Hope, Jose Iturbi, Henry Morgan, Sidney Poitier and Elizabeth Taylor.

PRODUCER: David Susskind of Talent Associates

ASSOCIATE PRODUCER: Michael Abbott

WRITTEN BY: Reginald Rose

DIRECTED BY: Dick Schneider

(more)

FACTORS AND COSTS FOR THE LAST THREE
TO HIS OWN REVENUE ON THE LAST THREE
ON THE LAST THREE, OCT. 25

"A tribute to the last three on the last three"

1945.

On the last three, "Sunday Show", Sunday.

Oct. 25, 6-9 P.M. 1945.

World leaders and entertainment personalities will

include Mrs. Roosevelt and the Carter family

include which have been in a special

will have a special of special, narration

and variety.

Mr. Richard Roosevelt, Vice President Richard

Nixon, former President Harry S. Truman,

Prime Minister David Ben-Gurion of Israel

and former Minister of Defense of Israel

Arthur G. (1945), (1945), (1945), (1945)

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TIME:

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ARTISTS:

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ARTISTS:

2 - 'A Tribute to Eleanor Roosevelt on Her Diamond Jubilee'

COMPOSER-CONDUCTOR: George Bassman
UNIT MANAGER: Edward Faught
PROGRAM COORDINATOR: Sidney Glazier
ART DIRECTORS: Herb Andrews (New York) and Bill Morris,
(Hollywood).
ASSOCIATE DIRECTORS: Bob Gilmore, Virginia Dunning, Jim Morooney and
Don McDonough
TECHNICAL DIRECTORS: Bob Reis, Walt Miller, William Kelley, Leon
Cromack and John Natale.
NBC PRESS
REPRESENTATIVE: Anne Morrissy (New York)

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NBC-New York, 10/19/59

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE
For Week of Oct. 25 - 31 (All Times EST)

Sunday, Oct. 25

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah's guests tonight for her "Pacific Festival" are outstanding artists from the Far East. (NOTE: This program is an addition to the NBC-TV Network Colorcast Schedule for October)

Monday through Friday, Oct. 26-30

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

Monday, Oct. 26

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents Don Murray, Piper Laurie, George C. Scott and Charles Bickford in Maxwell Anderson's "Winterset."

Tuesday, Oct. 27

9-9:30 p.m. -- "The Arthur Murray Party" - tonight's guests are Hermione Gingold, Margaret O'Brien and comedian Alan Young.

8:30-9:30 p.m. -- "Ford Startime" presents Art Linkletter's "Secret World of Kids." Guests are Vice President Nixon and his mother, Mrs. Hannah Nixon; Ann Blyth, Vincent Price, Teddy Rooney, Angela Cartwright, Jon Provost with Lassie, and a chimpanzee named Jerry. Ed Wynn is special guest star.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Oct. 28

8:30-9 p.m. -- "The Price Is Right," will Bill Cullen as host.

9-10 p.m. -- "Perry Como's Kraft Music Hall." The Lennon Sisters and singer Paul O'Keefe are on Perry's guest list tonight.

Thursday, Oct. 29

9:30-10 p.m. -- "The Ford Show." Gordon Scott is Tennessee Ernie's guest tonight.

Friday, Oct. 30

8-9:30 p.m. -- Laurence Olivier stars as Charles Strickland in Somerset Maugham's "The Moon and Sixpence." Other lead roles are played by Judith Anderson, Hume Cronyn, Jessica Tandy, Geraldine Fitzgerald, Denholm Elliott, Cyril Cusack, Murray Matheson and Jean Marsh.

Saturday, Oct. 31

10-10:30 a.m. -- "The Howdy Doody Show."

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Philip Diederheimer Story," with guest stars John Beal and Mala Powers.

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NBC-New York, 10/19/59



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

October 20, 1959

LANVIN PARFUMS, IN FIRST NETWORK TELEVISION PURCHASE, WILL SPONSOR
NBC COLORCAST OF 'THE PRICE IS RIGHT' WEDNESDAY NIGHT, DEC. 9

Lanvin Parfums, Inc., in its first network television purchase, will sponsor "The Price Is Right" colorcast on the NBC-TV Network on Wednesday, Dec. 9 (8:30-9 p.m. NYT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Commenting on the purchase, Edouard Cournand, President of Lanvin, made the following statement:

"With the sponsorship of the Dec. 9 'Price Is Right' show, Lanvin adds network television to its present print and special development program.

"Once again, Lanvin assumes the leadership in beginning this new trend in perfume advertising. We at Lanvin hope to step up our network programming in the years to come -- the 'Price Is Right' sponsorship is only the first step in the start to an extensive future educational campaign on perfumes."

In recent years, Lanvin has dealt extensively in spot television campaigns for its Arpege perfume.

The "Price Is Right" purchase was made through Lanvin's agency, North Advertising, Inc.

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NBC COLOR TELEVISION NEWS



October 20, 1959

TOP ENTERTAINERS TO PERFORM IN 'BELL TELEPHONE HOUR' COLORCAST
OF MUSIC AND DANCE WITH BURGESS MEREDITH AS HOST-NARRATOR

Burgess Meredith, film, TV and Broadway star, will be host and narrator of the "Bell Telephone Hour" colorcast Friday, Nov. 6 on the NBC-TV Network (8:30-9:30 p.m. EST).

The full-hour program will feature an Irving Berlin medley sung by John Raitt, Jaye P. Morgan, Johnny Desmond and the Four Lads, accompanied by the Bell Telephone Orchestra under direction of Donald Voorhees. Vivacious film star Taina Elg will dance with Gene Nelson to Berlin tunes, in choreography by Nelson.

These performers will be joined by the U. S. Coast Guard Academy Choir and Allegra Kent and Jacques D'Amboise, stars of the New York City Ballet Company, in a salute to Veterans Day. This part of the program, with commentary by Meredith, will offer songs popular with generations of American veterans.

Lorin Hollander, 14-year-old piano prodigy, will be soloist on the program in music of Chopin and Saint-Saens. Last year he received critics' praise and an ovation when he substituted in a concert for Van Cliburn ailing at the time. Hollander made his professional debut on the radio "Bell Telephone Hour" at the age of 12.

Ted Mills will produce the Nov. 6 program.

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NBC COLOR TELEVISION NEWS



October 20, 1959

NOTABLE CAST FOR 'THE WICKED SCHEME OF JEBAL DEEKS'

- - -

Charles Coburn, Henry Jones, Patricia Barry, Roland Winters
And William Redfield Will Join Sir Alec Guinness
In Colorcast Drama on 'Ford Startime'

Five distinguished players in the cast for Sir Alec Guinness' American TV dramatic debut in "The Wicked Scheme of Jebal Deeks" on "Ford Startime" Tuesday, Nov. 10 (NBC-TV colorcast, 9:30-10:30 p.m. EST) were announced today by Executive Producer Hubbell Robinson.

Joining Sir Alec -- who stars in the title role of John D. Hess' teleplay about a mild-mannered bank clerk who schemes to defraud his employers by giving to instead of embezzling from the institution -- are Charles Coburn, as Colonel Sykes, the chairman of the board; Henry Jones, as Burns, the second vice president; Patricia Barry, as Miss Calhoun, Deeks' secretary; Roland Winters, as Fannington, the president; and William Redfield, as Bricklow, the efficiency expert.

Robinson also said that Franklin Schaffner, previously announced as the director of "The Wicked Scheme of Jebal Deeks," will produce and direct the teleplay.

(more)

2 - 'The Wicked Scheme of Jebal Deeks'

Featured players in the cast will include Clinton Sunberg as Berry, the chief teller; Bartlett Robinson as Elliott, the first vice president; Arthur Hughes as McComb, a bank employe; Peter Turgeon as the first auditor, and Woodrow Parfrey as the second teller.

"The Wicked Scheme of Jebal Deeks" goes into rehearsal tomorrow (Wednesday, Oct. 21) and will be taped at NBC's Brooklyn Color Studios on Nov. 2 and 3.

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NBC-New York, 10/20/59

CAST AND CREDITS FOR ART LINKLETTER'S "SECRET WORLD OF KIDS,"
TUESDAY, OCT. 27, COLORCAST OF "FORD STARTIME"

PROGRAM: Art Linkletter's "Secret World of Kids"
on "Ford Startime"

TIME: NBC-TV Network colorcast Tuesday,
Oct. 27, 9:30-10:30 p.m. EST.

PARTICIPANTS: Art Linkletter (as host); guest stars
Ann Blyth, Vincent Price, Teddy
Rooney, Angela Cartwright, and Jon
Provost with Lassie; Ed Wynn (as
special guest star); Vice President
Richard Nixon and his mother, Mrs.
Hannah Nixon (as honored guests.).

ALSO IN THE CAST: Members of Mitchell's Singing Boys;
Jerry the Chimp

FORMAT: Based on Linkletter's new book, "The
Secret World of Kids," the telecast
explores in both humorous and serious
tones the mysterious, magical, wise
and funny world of children. There
will be comedy, music, live interviews
with youngsters who "say the darndest
things," and some typical Linkletter
"surprises."

EXECUTIVE PRODUCER FOR THE
FORD SERIES: Hubbell Robinson for Hubbell Robinson
Productions, Inc.

PRODUCER: Paul Henning

DIRECTOR: Dick McDonough

WRITTEN BY: Paul Henning and Dick Wesson

MUSIC BY: Von Dexter
(more)

and the following "The New York Times" on January 27, 1964.

THE NEW YORK TIMES, January 27, 1964.

THE NEW YORK TIMES, January 27, 1964.

THE NEW YORK TIMES, January 27, 1964.

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THE NEW YORK TIMES, January 27, 1964.

THE NEW YORK TIMES, January 27, 1964.

ASSISTANT TO THE
PRODUCER: Mark Tuttle

ART DIRECTOR: Robert Kell

ASSOCIATE DIRECTOR: Rick Oxford

COSTUMES: Ursula Reid

MAKEUP: Joe Di Bella

TECHNICAL DIRECTOR: Bob Finch

LIGHTING: Jim Kilgore

AUDIO: Hal Flood

SENIOR VIDEO: Roy Olson

FILM TECHNICAL DIRECTOR: Bob Tribble

FILM SEQUENCES BY: Art Linkletter Productions

PRODUCTION BY: Art Linkletter Productions in associa-
tion with Hubbell Robinson Productions,
Inc.

SPONSOR (AND AGENCY): Ford Motor Company through J. Walter
Thompson Company.

ORIGINATION: NBC-TV Color Studios, Burbank, Calif.

NBC PRESS
REPRESENTATIVES: Bill Fague (Hollywood), Charlie Gregg
(New York).

* * *

WHO'S WHO (AND A BIT ABOUT WHAT THEY DO IN THE SHOW)

ANN BLYTH -- Will sing "Getting to Know You" from Rodgers' and Hammerstein's "The King and I," and will appear in a comedy sketch with Linkletter in which they portray mother and father to a most precocious infant (who has very grown-up thoughts and reactions to his doting parents). Miss Blyth is one of Hollywood's most versatile actresses and one of the film colony's most attractive mothers in her off-screen life. On NBC-TV, she recently played a dual role, as a mother and her daughter, in "The Jenny Tannen Story" on "Wagon Train."
(more)

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REPORTING EASTWINDS W/STAY

DATE RECEIVED: 11/10/2011

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1990-1991

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1997

3 - 'The Secret World of Kids' -- Credits

VINCENT PRICE -- Appears as himself, worldly-wise art connoisseur who is trying to prove that he can teach a chimpanzee in one day as much about art, and other cultural pursuits, as someone else could teach a child. Price is noted as an actor, art critic, historian and lecturer. His memorable acting performances include "Angel Street," "Laura" and "Leave Her to Heaven."

TEDDY ROONEY -- Plays the part of "Tom Sawyer, Private Eye" in his own version of the classic Mark Twain. The son of actor Mickey Rooney, he was last seen on NBC-TV in the "Rexall TV Special" presentation of "The Ransom of Red Chief."

ANGELA CARTWRIGHT -- Plays an ice cream parlor singer, Becky, in the streamlined version of "Tom Sawyer." She is a regular cast member of "The Danny Thomas Show."

JON PROVOST -- Plays the part of Huck Finn in the "Tom Sawyer" sketch. He is one of the stars of the "Lassie" series.

LASSIE -- plays a police dog in disguise in the "Tom Sawyer" sketch.

ED WYNN -- As special guest star, he receives recognition for his 57 years in showbusiness, and also figures prominently in several sketches, including the part of "Mother" (in an artful disguise), the proprietress of the ice cream parlor in "Tom Sawyer." Wynn has proven his versatility in almost every phase of showbusiness (vaudeville to musical comedy to radio to dramatic acting in motion pictures, television and on the stage). He is the holder of two Emmy Awards and he received the first Peabody Award ever given.

(more)

VINCENT PRICE -- Known as himself, usually in

character roles in trying to prove that his own touch is different in
no way in such short and, and other cultural periods, as a means
he could reach a crisis. Price is noted as an actor, an artist,
historian and historian. His memorable acting performances include

"Angel Street," "Lame" and "Leave Her to Heaven."

TEDDY HODGINS -- Plays the part of "Tom Sawyer" in the 1939

his own version of the classic Mark Twain. The son of actor
Money Hooley, he was last seen in 1937 in the "Tom Sawyer
Production of 'The Legend of the Golden Rule'."

ANGELA CARSWRIGHT -- Plays the part of "Tom Sawyer" in the

only, in the original version of "Tom Sawyer." She is a regular
and member of "The Young People's Group."

JON PROFFER -- Plays the part of "Tom Sawyer" in the "Tom

Sawyer" sketch. He is one of the actors in the "Sawyer" sketch.

LARLE -- Plays a police dog in sketches in the "Tom Sawyer"

sketch.

ED WYNN -- As special guest star, he received recognition

for his 27 years in showbusiness, and also played prominently in

several sketches, including the part of "Sawyer" (an original

sketch). The production of the 1939 version in "Tom Sawyer."

Wynn has proved his versatility in almost every phase of showbusiness

(ranging from comedy to tragedy) and in dramatic acting in motion

pictures, television and on the stage. He is the holder of two Tony

awards and he received the first Academy Award given.

4 - 'The Secret World of Kids' -- Credits

MRS. HANNAH NIXON -- The mother of the Vice President of the United States is an honored guest on the colorcast and recalls, for Art Linkletter, some stories from the 'secret world' of her famous son's childhood.

VICE PRESIDENT RICHARD NIXON -- Will eavesdrop on the conversation between his mother and Art Linkletter and will have some comments to make on some of his childhood experiences.

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NBC-New York, 10/20/59

100. HANNAH NIXON - - - The mother of the late President

the United States is an honored guest of the American people. In
the past, she has been a source of inspiration and comfort to
many. Her life is a testament to the values of the American
people.

VICE PRESIDENT RICHARD NIXON - - - Mr. Nixon is on the

convention between his father and the American people. He is
committed to the values of the American people.

SECRET

100-100000-100000

2 COPIES X-H

NBC COLOR TELEVISION NEWS



October 21, 1959

"DAZZLED," "THRILLED" AND "SPELLBOUND"

- - -

Viewers Intrigued by Ingrid Bergman's Portrayal of Governess
In "The Turn of the Screw" Besiege Libraries and Stores
For Copies of Henry James' Classic Novel

"How did it end?" and "what does it mean?" millions of NBC-TV viewers asked this morning.

"Dazzled," "thrilled" and "spellbound" by Ingrid Bergman's critically acclaimed portrayal last night (Oct. 20) in "The Turn of the Screw" colorcast on "Ford Startime," viewers during the night and this morning flooded network switchboards and descended on libraries and book stores for copies of Henry James' classic story, adapted for television by James Costigan.

"All of our copies were gone by noon and the demand is as great at our branches," reported an official of the New York Public Library, who added:

"Our service department received numerous calls from people who wanted to know whether the ghosts or the governess triumphed in 'The Turn of the Screw.' We tell them the story is deemed a classic because its solution is left to the readers' imagination."

Book stores on New York's Fifth Avenue reported "unusual" sales of the volume, and a publishing house spokesman said "stock

(more)

boys are quite busy filling an unprecedented number of orders for additional copies."

Producer-director John Frankenheimer, in answer to queries, reported: "We stuck almost religiously to the James version of the story...we left all the questions unanswered and all the horror undiluted."

Said writer Costigan: "The viewer -- or the reader -- must give the play his own interpretation. My own feeling is that the ghosts are real and the choice lies between whether the children are evil or the governess created the ghosts and in the process destroyed the children. Perhaps the governess was psychotic. Perhaps the children were innocent. And perhaps not."

Miss Bergman, before enplaning for Europe last week, pointed out that "the most amazing thing about the story is that not even James himself completely understood it. It could be that the ghosts were hallucinations of the governess. But to her -- and to me -- they were real, and horrible beyond description."

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NBC-New York, 10/21/59

AUTHOR GROUCHO MARX REACHES 'TOP 10' BEST-SELLER LIST

Groucho Marx, the author, this week followed the footsteps of Groucho Marx, the comedian, into "top 10" listings.

The quizmaster of NBC's "This Is Your Life" show, now also known as the author of the autobiography, "Groucho and Me," crashed the "top 10" best-seller list in the weekly survey of book sales in 37 cities as published by the New York Times Sunday, Oct. 18.

"Groucho and Me" reached the charmed circle in exactly three weeks.

On Oct. 4, date of the first tally following the book's publication, it ranked 15th among the nation's non-fiction best sellers. One week later it was 12th. Then last Sunday it was 10th.

"Groucho Marx -- "You Bet Your Life" is on the NBC-TV Network Thursdays (10 p.m. NYT) and on the NBC Radio Network, Mondays (8:05 p.m. NYT).

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

October 22, 1959

IN RESPONSE TO INQUIRIES, THE FOLLOWING
STATEMENT WAS ISSUED TODAY BY THE NATIONAL
BROADCASTING COMPANY:

When the Attorney General enters the investigation of rigged quiz shows as President Eisenhower has suggested, NBC will offer the full cooperation it has already extended to the New York County District Attorney, the New York County Grand Jury and the House Subcommittee on Legislative Oversight. Over the last year NBC has adopted numerous new security procedures to assure the honesty of quiz, audience participation, panel and contest shows, and it will welcome any recommendations that the Attorney General may develop toward additional safeguards of the integrity of these programs.

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TRADE NEWS

October 22, 1959

LONGINES-WITTNAUER TO SPONSOR NBC-TV NETWORK SPECIAL COLORCAST
OF PAUL GALLICO'S "THE 13TH ORPHAN," WEDNESDAY, DEC. 9

- - -

Christmas Fable Will Be Full-Hour Pre-Holiday Presentation

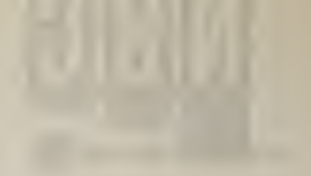
Paul Gallico's Christmas fable, "The 13th Orphan," will be presented as a special pre-holiday colorcast on the NBC-TV Network Wednesday, Dec. 9 (7:30-8:30 p.m. EST) under sponsorship of the Longines-Wittnauer Watch Company, Inc.

In announcing the purchase, Richard L. Linkroum, NBC-TV Director of Special Program Sales, said that the program will be staged by the Radio City Music Hall's noted Leon Leonidoff and will be produced by Jack Philbin.

A. J. Russell is writing the TV script. The program will also feature music by the late Victor Young in addition to special music written by Al Stillman and Robert Allan.

The purchase was made through the Victor A. Bennett Company, Inc., advertising agency for Longines-Wittnauer.

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January 22, 1964

Enclosed for the attention of the Board of Directors of the
Company is a copy of the report of the Committee on the
State of the Company, dated January 15, 1964.

The report of the Committee on the State of the Company
will be presented to the Board of Directors at the
meeting of the Board of Directors to be held on
January 27, 1964, at 10:00 A.M. in the
Board Room of the Company.

In accordance with the provisions of the
Articles of Incorporation and the Bylaws of the
Company, the Board of Directors is authorized to
appoint a committee to investigate the affairs of the
Company and to report thereon to the Board of Directors
at its next meeting. The committee is authorized to
conduct such investigation as it may deem proper and
to report thereon to the Board of Directors at its
next meeting.

Very truly yours,
The Chairman of the Board of Directors

Witness my hand and the seal of the Company this 22nd day of January, 1964.



TRADE NEWS

October 22, 1959

WESTCLOX AND GENERAL MILLS WILL SPONSOR COLORCAST
OF 'THE PHILADELPHIA STORY' ON NBC-TV NETWORK

"The Philadelphia Story," a romantic comedy starring Diana Lynn, Gig Young and Mary Astor as the pivotal figures in a wedding fiasco, will be colorcast on the NBC-TV Network Monday, Dec. 7 (9:30-11 p.m. EST).

The 1939 Philip Barry comedy has been adapted for TV by Jacqueline Babbin and Audrey Gellen of Talent Associates. It will be sponsored by the Westclox Division of General Time Corporation and by General Mills Inc.

"The Philadelphia Story" concerns the hi-jinks involved in the remarriage of high-society girl Tracy Lord (Miss Lynn), a divorcee who is about to wed George Kittredge, a stodgy businessman. Tracy's ex-husband, Dexter Haven (Young), decides to unnerve the bride by sneaking a magazine reporter into the ceremony, which has been closed to the press. He soon regrets this ruse because the reporter, Mike Connors, falls in love with Tracy. Miss Astor will portray Tracy's mother. The remainder of the cast will be announced.

Barry's original stage play starred Katharine Hepburn, Van Heflin, Joseph Cotten and Shirley Booth. It was made into a movie in the early 1940s, and was re-made into a musical film called "High Society" several years ago.

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BROADDUS JOHNSON JR. NAMED AS ACCOUNT EXECUTIVE
FOR NBC PARTICIPATING PROGRAMS

Appointment of Broaddus (Speed) Johnson Jr. as account executive, NBC Participating Programs, was announced today by William Storke, Director of Sales, NBC Participating Programs. He will report to Mr. Storke.

Formerly an account executive in NBC Radio Network Sales for the past year, Mr. Johnson was with Paul H. Raymer, Inc., station representatives, for five years and before that was with Young & Rubicam, Inc.

He resides in Bedford, N. Y., with his wife and three children.

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NBC-New York, 10/22/59

CAST AND CREDITS FOR "THE MOON AND SIXPENCE"--A COLORCAST
DRAMATIZATION OF SOMERSET MAUGHAM'S FAMOUS NOVEL ON
NBC-TV NETWORK FRIDAY, OCT. 30 (8-9:30 p.m. EST)

LAURENCE OLIVIER

in

"THE MOON AND SIXPENCE"

by

W. SOMERSET MAUGHAM

.

TELEVISION PLAY

by

LEE POGOSTIN

.

ALSO STARRING

JUDITH ANDERSON, HUME CRONYN, JESSICA TANDY, GERALDINE FITZGERALD,
DENHOLM ELLIOTT and CYRIL CUSACK

with

MURRAY MATHESON and JEAN MARSH

Produced by.....David Susskind for Talent Associates

Directed by.....Robert Mulligan

Associate Producer.....Audrey Gellen

Produced in Association With....Anne Marlowe

* * *

(more)

2 - Credits for 'The Moon and Sixpence'

CAST

CHARLES STRICKLAND.....Laurence Olivier
TIARE.....Judith Anderson
DIRK STROEVE.....Hume Cronyn
BLANCHE STROEVE.....Jessica Tandy
AMY STRICKLAND.....Geraldine Fitzgerald
WRITER.....Denholm Elliott
DR. COUTRAS.....Cyril Cusack
MAC ANDREW.....Murray Matheson
ATA.....Jean Marsh

* * *

PRODUCTION CREDITS

ART DIRECTOR:	Bob Wade
TECHNICAL DIRECTOR:	O. Tamburri
PRODUCTION MANAGER:	Renee Valente
UNIT MANAGER:	Ed Faught
ASSOCIATE DIRECTOR:	Gordon Rigsby
ASSISTANT TO THE DIRECTOR:	Maureen Hesselroth
CASTING DIRECTOR:	Rose Tobias
COSTUME DESIGNER:	John Boxer
MAKEUP:	Dick Smith
MUSIC SUPERVISOR:	John Geller
LIGHTING:	Alan Posage

(more)

CHARLES STROVER.....
STACE.....
DICK STROVER.....
ALAN STROVER.....
ALAN STROVER.....
WALTER.....
ON COURT.....
AND ANDREW.....
ATA.....

* * *

PRODUCTION CREDIT

AND DIRECTOR.....
TECHNICAL DIRECTOR.....
PRODUCTION MANAGER.....
UNIT MANAGER.....
ASSOCIATE DIRECTOR.....
ASSISTANT TO THE DIRECTOR.....
CASTING DIRECTOR.....
COSTUME DESIGNER.....
MAKEUP.....
MUSIC SUPERVISOR.....
LIGHTING.....

(over)

3 - Credits for 'The Moon and Sixpence'

PRODUCTION CREDITS (CONT'D)

AUDIO: Don Frey
VIDEO: Tony Nelle

* * *

SPONSORS (AND AGENCIES): Radio Corporation of America
(Kenyon and Eckhardt Inc.); and
Renault Inc. (Kudner Agency
Inc.)
NBC PRESS REPRESENTATIVE: Noreen Sherlock, New York

THE STORY

Charles Strickland, a successful London stockbroker, shocks his friends when, at age 40, he deserts his wife, Amy, and two children, and goes to Paris to pursue a burning ambition to paint. Amy follows and pleads with him to return home, but he refuses. Strickland remains in Paris several years, during which he is befriended by Dirk Stroeve and his wife, Blanche. Strickland breaks up their marriage and drives Blanche to suicide. He retreats to a South Seas island where he marries a native girl, Ata, and continues to paint until a fatal illness ends his notorious life and illustrious career.

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NBC-New York, 10/22/59

FOUR BOOKS BASED ON NBC-TV NETWORK'S "PROJECT 20" PRODUCTIONS
WILL BE PUBLISHED--"VICTORY AT SEA," "THE JAZZ AGE,"
"MEET MR. LINCOLN" AND "MARK TWAIN'S AMERICA"

It appears that television, which has derived much of its raw material from books, is beginning to make repayment in kind. Four books based on NBC-TV "Project 20" productions will be published this year and next. They are:

"Victory at Sea," a full picture-and-text story of the celebrated television series devoted to the Naval history of World War II, to be published by Doubleday & Company this week.

"The Jazz Age," a picture-and-text book recreating the Twenties, to be published by G. B. Putnam's Sons Nov. 13.

"Meet Mr. Lincoln," a portrait of Abraham Lincoln as his contemporaries saw him, to be published by Ridge Press next year, probably in February.

"Mark Twain's America," stemming from a yet-to-be telecast "Project 20" program, to be published by Ridge Press in the Fall of 1960.

The "Victory at Sea" has a 30,000-word text by Richard Hanser and 517 photographs, most of them taken during actual combat. The pictures, selected by Charles Osborn, follow the pattern of event and mood designed by the late Henry Salomon, creator, producer and co-author of the TV series. Picture captions are taken from the TV script written by Salomon and Hanser, his collaborator.

(more)

Marvin Barrett's text for "The Jazz Age" book incorporates much of the color of the original TV film script by Salomon and Hanser. William Cahn has combined stills from the NBC film with material from other sources in his picture selection for the book. He is author of a number of picture-and-text books, including "The Laugh Makers." Barrett is currently on leave from Newsweek, where he is associate editor of entertainment.

Since its premiere Dec. 6, 1956, "The Jazz Age" has been repeated twice by NBC and is currently being run in Sweden, Denmark, England and elsewhere. The 26-week "Victory at Sea" series has been seen by more people than any other show in TV history since its premiere in 1953.

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NBC-New York, 10/22/59



TRADE NEWS

2 COPIES X-H

October 23, 1959

LIGGETT & MYERS TO EXPAND ITS SPONSORSHIP OF 'LARAMIE'
TO ALTERNATE-WEEK HALF-HOURS BEGINNING IN JANUARY

- - -

Other Major Advertisers Also Buy into the Full-Hour
NBC Television Network Tuesday Night Series

Liggett & Myers Tobacco Company will expand its sponsorship of "Laramie" on the NBC-TV Network to alternate-week half-hours beginning in January, it was announced today by Don Durgin, Vice President, NBC Television Network.

In addition to the new Liggett & Myers purchase, Colgate-Palmolive Company and Miles Products, Division of Miles Laboratories, will sponsor thirds of "Laramie" on alternate weeks. "Laramie" is telecast on NBC-TV on Tuesdays, 7:30-8:30 p.m. (NYT).

The Liggett & Myers purchase was made through McCann-Erickson Inc. The Colgate-Palmolive sponsorship was placed through Ted Bates and Company, and that of Miles Products, Division of Miles Laboratories, through Wade Advertising Inc.

Other sponsors who have previously placed purchases in the "Laramie" series are Bristol-Myers Company, the Ansco Photographic Division of the General Aniline & Film Corp., Sunshine Biscuits Inc., and Warner-Lambert Pharmaceutical Company.

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TRADE NEWS

HARVEY LaTERRE NAMED COORDINATOR OF SALES DEVELOPMENT
FOR NBC PARTICIPATING PROGRAMS

FOR RELEASE MONDAY A.M., OCT. 26

Appointment of Harvey (Mike) LaTerre as Coordinator of Sales Development, NBC Participating Programs, was announced today by Jerry A. Danzig, Vice President, NBC Participating Programs.

Mr. LaTerre, who joins NBC from the J. Walter Thompson Company, will report to William Storke, Director of Sales in NBC Participating Programs.

At J. Walter Thompson, Mr. LaTerre was group broadcast chief for several major accounts.

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NBC-New York, 10/23/59

NBC TELEVISION NETWORK NEWS

October 23, 1959

'TRUTH OR CONSEQUENCES' TO BE TELECAST AS DAYTIME SHOW STARTING
OCT. 26 IN PLACE OF 'TIC TAC DOUGH' ON NBC-TV NETWORK

"Truth or Consequences," a long-time favorite audience participation and contest program, will be broadcast on the NBC Television Network at 12 Noon, EST, every weekday, beginning Monday, Oct. 26, in place of "Tic Tac Dough," it was announced today by Carl Lindemann, Jr., Vice President of Daytime Programs, Television Network. Despite NBC's initial decision to retain "Tic Tac Dough," further evaluation of public reaction following recent evidence of previous rigging of the program has led to the conclusion that its public standing has been impaired -- even though the testimony clearly established that the show had been honestly run in every respect since NBC took over its production in October, 1958.

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SPOT SALES

News

October 23, 1959

JOSEPH J. CASOLA IS APPOINTED MANAGER
OF SALES DEVELOPMENT FOR NBC SPOT SALES

Appointment of Joseph J. Casola as manager of sales development for NBC Spot Sales was announced today by Wilbur M. Fromm, manager of the New Business and Promotion department.

Mr. Casola joined NBC in 1955 as senior promotion and presentation writer for the NBC Radio Network. He was previously manager of sales development and advertising promotion for the Dumont Television Network, and before that was associated with the Bureau of Advertising of the American Newspaper Publishers Association and with the B. Altman department store chain as a merchandising administrator.

He is a graduate of City College of New York (B.S., 1949) and Columbia University (M.A., 1951). Mr. Casola, who served in the U. S. Naval Reserve, is single and lives in Riverdale, New York City.

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NBC COLOR TELEVISION NEWS



October 23, 1959

ED WYNN (AS KRIS KRINGLE), PETER LIND HAYES, MARY HEALY
TO STAR IN 'MIRACLE ON 34TH STREET' SPECIAL COLORCAST
ON THE NBC TELEVISION NETWORK FRIDAY, NOV. 27

Ed Wynn, Peter Lind Hayes and Mary Healy will star in the "Miracle on 34th Street" colorcast Friday, Nov. 27, on the NBC-TV Network, 8:30 to 9:30 p.m. EST. Also appearing in the pre-Christmas story will be comedian Orson Bean, 10-year-old Susan Gordon, Loring Smith, Larry Weber and Hiram Sherman. The program is a Westclox "Special Tonight" presentation.

"Miracle on 34th Street" -- a Talent Associates production in association with the NBC-TV Network -- will be sponsored by the Westclox Division of General Time Corporation. Batten, Barton, Durstine and Osborn, Inc. is the advertising agency for Westclox.

The television adaptation of "Miracle on 34th Street" will be written by Harry Muheim from the 1947 Academy Award-winning motion picture. The late Edmund Gwenn received an Oscar for his portrayal of a man named Kris Kringle, the role which will be played in the television version by Wynn. George Seaton won an Oscar for the best screenplay and Valentine Davies was also the winner of an award for the year's best original story.

(more)

2 - 'Miracle on 34th Street'

The storyline concerns Kringle, who is hired as the Santa Claus for Macy's department store for the Christmas season. When Macy's does not have the toys which the children request, Kringle sends them to Gimbels and other stores. To complicate matters further, Kringle (who has a snow-white beard and a belly which shakes like a bowlful of jelly) really believes he IS St. Nicholas. Also involved in the story are a widowed woman executive (Miss Healy) from Macy's toy department and a young lawyer (Hayes).

This season marks Wynn's 56th year in showbusiness and one of the busiest in his career. He is special guest star of Art Linkletter's "Secret World of Kids," the "Ford Startime" NBC-TV color-cast of Tuesday, Oct. 27, and guest star in the network's Wednesday, Nov. 11 "Wagon Train" episode. Other telecasts and a Jerry Lewis movie are on his season's agenda.

Hayes and Miss Healy (man and wife in private life) have appeared on the stage, in movies, in nightclubs and on radio. Hayes and Miss Healy had separate nightclub and movie careers before teaming in 1940. They made their first joint stage venture last season on Broadway in "Who Was That Lady I Saw You With?" They now have a daytime radio program.

Bean, who will play Macy's psychiatrist in "Miracle on 34th Street," is a familiar performer in supperclubs and on television. He is a regular on the TV panel show "Pantomime Quiz" and appeared in John Murray Anderson's "Almanac," "Nature's Way" and "Will Success Spoil Rock Hunter?" on Broadway.

(more)

3 - 'Miracle on 34th Street'

Young Susan Gordon, once described by Walter Winchell as "the most exciting child actress since Shirley Temple" will play the daughter of the widowed woman executive. Susan appeared with Danny Kaye in the recent movie "The Five Pennies" and before that was in the Alan Ladd film "Man in the Net." On television she was seen in "The Secret Life of James Thurber," and "Corner of the Garden" on "Playhouse 90."

Smith, who will play Mr. Shellhammer, Miss Healy's boss at Macy's, is a veteran Broadway actor who has been seen in "The Matchmaker," "The Solid Gold Cadillac," "Junior Miss," "John Loves Mary" and "Of Thee I Sing."

The detective who is befuddled by Kris Kringle's behavior in "Miracle on 34th Street" will be played by Weber, who has appeared often on television on such shows as "Studio One," "Ellery Queen" and "The Web." He was seen on Broadway in "Hazel Flagg" and "Of Thee I Sing."

Mr. Macy will be played by Sherman, a stage and television veteran. His Broadway credits include "Brigadoon," "The Moon Is Blue," "The Solid Gold Cadillac" and "Cyrano de Bergerac."

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NBC-New York, 10/23/59

NBC RADIO NETWORK PROGRAM

NBC NEWSMEN TO COVER CONFLICT IN CUBA

NBC News correspondent Wilson Hall and correspondent-cameraman John Hlavacek leave New York this weekend for Havana, to cover the struggle between supporters and opponents of Cuban Premier Fidel Castro, for news programs on the NBC-TV and Radio Networks.

Hall and his wife, NBC News correspondent Lee Hall, recently returned to New York after a six-month roving assignment in Cuba and other Latin American countries. Hlavacek recently completed an assignment in India, where he covered the penetration of the country's northern border by Communist Chinese forces.

NBC-New York, 10/23/59

NOTES TO "DOUGH RE MI" CAN WIN BIG-SCALE PRIZES
FOR "WHY I LIKED 'THE MOON AND SIXPENCE' "

Want to be a TV critic?

Here's your chance!

Starting Monday, Oct. 26, emcee Gene Rayburn of NBC-TV Network's "Dough Re Mi" will invite the viewing audience to participate in a contest entitled "Why I Liked 'The Moon and Sixpence.'" He will extend the invitation each day for one week on the Monday through Friday audience-participation series (10-10:30 a.m. EST).

"The Moon and Sixpence," a dramatization of Somerset Maugham's classic novel, will be colorcast on the NBC-TV Network Friday, Oct. 30 (8-9:30 p.m. EST).

Contestants will compete for thousands of dollars worth of valuable prizes, ranging from an island cruise to popular record albums. A total of 200 prizes will be given away.

First prize is a cruise to the Bahamas and Nassau via Furness Lines. Second prize is an RCA Victor color TV set, including one-year free service, and free installation. The third is a 13-cubic-foot RCA Whirlpool refrigerator. Fourth and Fifth prizes are RCA Victor "Sportsman" TV sets.

Other prizes include three RCA Victor "Envoy" TV sets, 10 RCA Victor transistor radios, 12 VIP Chests of General Foods Gourmet Foods, 25 General Foods Gourmet Dinners (for four), and 75 RCA Victor Red Seal albums.

Entries must be 25 words or less, written on postcards, and mailed to: "Dough Re Mi," Post Office Box 6, Brooklyn 1, N. Y.

Entries must be postmarked no later than midnight Friday, Nov. 6.

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NBC-New York, 10/23/59

2 COPIES X-H

NBC COLOR TELEVISION NEWS



'SUNDAY SHOWCASE'

LEADING ROLES CAST FOR 'MURDER AND THE ANDROID'

- - -

Kevin McCarthy, Rip Torn, Suzanne Pleshette, Vladimir Sokoloff
And Sono Osato Signed for Colorcast of Science-Fiction Drama

Kevin McCarthy, Rip Torn, Suzanne Pleshette, Vladimir Sokoloff and Sono Osato have been signed to leading roles in "Murder and the Android," the Alfred Bester science-fiction drama on the "Sunday Showcase" colorcast of Nov. 8, 8-9 p.m. EST. (NOTE: This colorcast drama was previously listed as "Android.")

McCarthy, who has appeared in such notable stage plays as "Death of a Salesman" and "Winged Victory," will portray Valentine, the troubled android-owner.

Torn, who is currently playing Tom Finley Jr. in "Sweet Bird of Youth" on Broadway, will play Rex, the android.

Suzanne Pleshette will play Marie, Sokoloff is cast as Blenheim, and Miss Osato as Dallas Burton. Miss Pleshette is currently appearing on Broadway in "The Golden Fleecing." Sokoloff is in the off-Broadway production of "Power of Darkness." Miss Osato was in the Broadway productions of "On the Town" and "One Touch of Venus."

"Murder and the Android," which will be produced and directed by Alex March, is the story of a man in the world of 400 years hence who inherits an android, a synthetic laboratory-produced man. The android, normally submissive and obedient, goes berserk and starts to order his owner around.

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NBC-New York, 10/26/59

NBC COLOR TELEVISION NEWS



October 26, 1959

"GEORGE BURNS IN THE BIG TIME"

He'll Be Joined by Jack Benny, Eddie Cantor and George Jessel
In Colorcast Valentine to Vaudeville on "Mercury Startime"
Tuesday, Nov. 17, Marking First Joint Bill for Foursome

Four of the entertainment world's outstanding comedians -- George Burns, Jack Benny, Eddie Cantor and George Jessel -- will share the same bill for the first time in "George Burns in The Big Time," the NBC-TV Network's "Mercury Startime" colorcast of Tuesday, Nov. 17 (9:30-10:30 p.m. EST). Burns will be host and star of the colorful and nostalgic valentine to vaudeville's "two-a-day" and its comic stage. The colorcast will originate in Hollywood.

(NOTE: "George Burns in The Big Time" is the new title for the presentation which was previously listed as "A Night at the Palace.")

Burns, Benny, Cantor and Jessel will appear in at least one number as a quartet, and in duets and in solos to recall and re-create the key moments of their long and distinguished careers as showbusiness comedians.

Although the four stars have been headlined separately in vaudeville, radio, motion pictures, nightclubs and television for more than 40 years -- and are close friends offstage -- they have never performed together in the same act.

(more)

Burns is experiencing his second season as a "single." Until 1958, when his wife and partner (Gracie Allen) retired, George was best known as the "straight man" of the team of Burns and Allen. A performer since he was a child, George met and formed an act with Gracie in 1923. When he discovered that she was getting most of the laughs, he featured her as the comedienne. On his own, George has had a successful TV series, a Las Vegas nightclub act and a new career as a cigar-smoking "singer."

Benny became known to millions of radio listeners as the "penny-pinching, 39-year-old violinist from Waukegan." He had an equally successful career in vaudeville and remains a popular star of motion pictures and television. He is married to Mary Livingston -- who for many years appeared with Jack as his girlfriend on the stage and in radio and television.

Cantor, who will be making one of his rare television appearances, began his long and successful career as a child performer in Gus Edwards' "Kid Kabaret," with George Jessel. Subsequently, he became a star of vaudeville, of Broadway, of the "Ziegfeld Follies" and of other hit stage revues, including "Kid Boots" and "Whoopee." He made his screen debut in the film version of "Kid Boots" and later became one of the country's most popular radio comedians.

Jessel was also a child performer, who first appeared with Walter Winchell and Jack Weiner in "The Imperial Trio" and later in "Kid Kabaret." His many-faceted career in entertainment has found him a vaudeville headliner and a Broadway and Hollywood producer, as well as actor, comedian, toastmaster, songwriter and dramatist. On Broadway, he created the role of "The Jazz Singer." In Hollywood, he has performed in "I Wonder Who's Kissing Her Now," "The Dolly Sisters," "Dancing in the Dark" and other films, including "Golden Girl" and "Tonight We Sing," which he produced.

(more)

3 - 'George Burns in The Big Time'

The colorcast of "George Burns in The Big Time" is produced and written by Mac Benoff and directed by Dick Darley. Jeff Alexander is the musical director. The "Startime" presentation is sponsored by the Mercury Division of the Ford Motor Company. Hubbell Robinson is executive producer, and the advertising agency is the J. Walter Thompson Company.

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NBC-New York, 10/26/59

The subject of "George Jones in the New Line" is produced and written by the Jones and directed by John Jones. The Alexander is the subject of the "Alexander" production is sponsored by the Jones Division of the Jones Jones Company. The Jones Division is a separate entity, and the advertising agency is the Jones Jones Company.

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NBC OWNED STATIONS DIVISION**News**

October 26, 1959

PROMOTIONS OF FOUR EXECUTIVES ANNOUNCED
AT NBC'S OWNED TV AND RADIO STATIONS
IN CHICAGO AND PHILADELPHIA

Promotion of four executives in NBC's owned television and radio stations in Chicago and Philadelphia was announced today by P. A. (Buddy) Sugg, Executive Vice President in charge of NBC Owned Stations and NBC Spot Sales.

In Chicago, Robert Lemon was promoted to the position of Station Manager, WNBQ (TV). William B. Decker was appointed Station Manager of radio station WMAQ. Mr. Lemon and Mr. Decker will report to Lloyd E. Yoder, NBC Vice President and General Manager, WNBQ and WMAQ.

George W. Diefenderfer was appointed National and Local Sales Manager, station WNBQ.

In Philadelphia, Theodore H. Walworth was appointed Station Manager, WRCV-TV. Mr. Walworth will report to Raymond W. Welpott, NBC Vice President and General Manager, WRCV and WRCV-TV.

In announcing the new appointments, Mr. Sugg said:

"These promotions which establish separate management for our

(more)

2 - Owned Stations

radio and television stations in Chicago and Philadelphia, will enable each station manager to concentrate fully on the highly specialized problems of his own medium. We adopted this policy last March in our NBC flagship stations WRCA and WRCA-TV, New York, and it has proved to be so eminently satisfactory there that we are now extending it to these other two major markets."

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NBC-New York, 10/26/59

NBC TELEVISION NETWORK NEWS

October 26, 1959

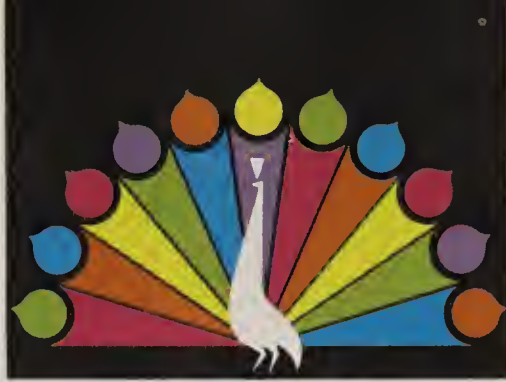
'BOB HOPE BUICK SHOW' MONDAY, NOV. 9, WILL HAVE BIG GUEST LIST:
PATTI PAGE, ZSA ZSA GABOR, MAY BRITT, JAMES DARREN,
HOLLYWOOD DEB STARS AND DAVID ROSE'S ORCHESTRA

A hearty helping of fun will be mixed with glamor and beauty to shape the season's second "Bob Hope Buick Show" on the NBC-TV Network Monday, Nov. 9 (8:30-9:30 p.m. EST).

Hope's guests for the special full-hour funcast will be screen stars May Britt and James Darren, the Hollywood Deb Stars, David Rose and his orchestra, special guest Patti Page and special attraction Zsa Zsa Gabor.

The "Bob Hope Buick Show" Nov. 9 will pre-empt "The Tales of Wells Fargo" (8:30-9 p.m. EST) and "Peter Gunn" (9-9:30 p.m. EST).

NBC COLOR TELEVISION NEWS



October 26, 1959

EIGHT OF THE TOP ROLES IN 'OUR TOWN' COLORCAST
OF 'THE ART CARNEY SHOW' NOW FILLED

Eight of the top roles in the Thornton Wilder classic, "Our Town," to be colorcast on "The Art Carney Show" -- NBC-TV Network Friday night special of Nov. 13 (8:30 to 10 p.m. EST) -- have been cast.

The role of Emily Webb, the young girl in Grover's Corners around whom much of the story centers, will be played by Kathleen Widdoes. The young actress is appearing currently in the off-Broadway production "The Three Sisters."

George Gibbs, the young man with whom Emily Webb falls in love, will be portrayed by Clint Kimbrough, who currently has the same role in the off-Broadway production of "Our Town."

Dr. Gibbs, George's father, will be played by Dana Elcar, Mrs. Gibbs by Bibi Osterwald and Mrs. Webb by Mary Van Fleet. The role of Editor Webb has not yet been cast.

Ginger McManus will portray George's little sister, Rebecca Gibbs, and Richard Dysart will have the role of the milkman Howie Newsome. The role of Simon Stimson is yet to be cast.

As announced previously, Art Carney will play the Stage Manager.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Nov. 1 - 7 (All Times EST)

Sunday, Nov. 1

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah's guests are Art Buchwald, Eddie Constantine, Liane Dayde, Marcel Marceau, Les Marottes and Michel Renault.

Monday through Friday, Nov. 2-6

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry course.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, Nov. 2

10-11 p.m. -- "The Steve Allen Plymouth Show" - Steve's guests are Rock Hudson, Jayne Meadows and singer Jane Harvey.

Tuesday, Nov. 3

9-9:30 p.m. -- "The Arthur Murray Party" - Red Buttons, Guy Madison, Vivian Vance and Sheila Connolly are guests tonight.

9:30-10:30 p.m. -- "Ford Startime" presents "The Dean Martin Show." Dean's guests for tonight's special are Frank Sinatra, Mickey Rooney and dancers Augie and Margo.

Wednesday, Nov. 4

8:30-9 p.m. -- "The Price Is Right" - with emcee Bill Cullen.

9-10 p.m. -- "Another Evening with Fred Astaire" - Astaire's supporting cast includes Barrie Chase, the Jonah Jones Quartet, Ken Nordine, the Bill Thompson Singers and David Rose and his orchestra.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, Nov. 5

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford
with tonight's guest Darren McGavin.

Friday, Nov. 6

8:30-9:30 p.m. -- "The Bell Telephone Hour" salutes the Armed
Forces. Burgess Meredith is host. Stars are Johnny Desmond,
John Raitt, Jaye P. Morgan, the Four Lads, dancers Jacques
D'Ambroise, Allegra Kent, Gene Nelson, and Taina Elg, pianist
Lorin Hollander and the U. S. Coast Guard Glee Club.

Saturday, Nov. 7

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:15 p.m.-- NBC-NCAA football game - Boston College vs. Pittsburgh.
conclusion
(seen only in the East).

7:30-8:30 p.m. -- "Bonanza" - tonight "The Henry Comstock Story."

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NBC-New York, 10/26/59

ARTHUR AND KATHRYN MURRAY ARE NAMED HONORARY
CO-CHAIRMEN OF 'NATIONAL DOWNTOWN WEEK'

Arthur and Kathryn Murray, producer and hostess of the NBC-TV Network's "The Arthur Murray Party" colorcast series, have been named honorary co-chairmen of "National Downtown Week," a 120-city late October salute to the advantages of downtown business and shopping.

Communities in the United States and Canada, ranging in size from New York City to Dartmouth, Nova Scotia, have joined in the celebration, a feature of which is the National Downtown Week limerick contest. Contest judges will select a national winner who will receive a week's vacation in New York City, including a whirl of Manhattan's favorite dining and dancing spots, a round of sightseeing and tickets to "The Arthur Murray Party."

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NBC-New York, 10/26/59

NBC-TV NETWORK PROGRAM

'VISITING DAY' ON 'FURY' NOV. 7 WILL CARRY MESSAGE FOR PARENTS;
EPISODE HAS TIE-IN WITH NATIONAL EDUCATION WEEK OF NOV. 8-14

Parents who are too busy to visit their child's school during American Education Week may learn an important lesson in "Visiting Day" on "Fury" Saturday, Nov. 7 (NBC-TV Network, 11 a.m. EST).

The episode, filmed with the official cooperation of the National Education Association, will launch American Education Week (Nov. 8-14) on television. The special week, proclaimed by President Eisenhower as a means of displaying "to the world and to ourselves our pride in this primary instrument of democracy -- public education," is sponsored jointly by NEA, American Legion, U. S. Office of Education and National Congress of Parents and Teachers.

In "Visiting Day," Packy (Roger Mobley) is given up for lost after he runs off to join the hobos because his parents rejected his hand-painted invitation to visit his school. Discouraged by hard life at the hobo camp, he heads back home and has an accident en route. Peter Graves appears as Jim, Bobby Diamond as Joey, and William Fawcett as Pete.

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NBC-New York, 10/26/59

October 26, 1959

TWO FILMED-IN-ISRAEL PROGRAMS THAT WON WIDE ACCLAIM
WILL BE REPEATED AT START OF 8-WEEK CYCLE OF NBC
TELECASTS OF 'ETERNAL LIGHT' BEGINNING NOV. 1

The two programs filmed in Israel by the NBC-TV Network in cooperation with the Jewish Theological Seminary of America -- "The Land of the Book" and "The People of the Book" -- will be repeated as "Eternal Light" specials on Sundays, Nov. 1 and 8 (1:30-2 p.m. EST), with stage and screen star Ralph Bellamy as narrator. They will open an eight-week cycle of "Eternal Light" productions that will run through Dec. 20.

First presented last May, the made-in-Israel programs found warm welcome with press and public. They show how Israel today is using the Bible as a manual of life, telling geologists where to dig, farmers where to plant, fishermen where to set their nets, the army where to march.

A notable feature of "The Land of the Book" (Nov. 1) is the first network TV film of the Dead Sea Scrolls. General Yigael Yadin, distinguished archeologist and former commander-in-chief of the Israeli Army, serves as on-camera guide at the Shrine of the Book, repository of the Dead Sea Scrolls at the Hebrew University in Jerusalem.

Biblical sites filmed in "The Land of the Book" include King Solomon's mines, where a mining company is currently at work; King Solomon's stables, the Plains of Armageddon, the River Jordan, Mt. Tabor and Mt. Zion, Galilee and the Sea of Galilee, Jerusalem, Carmel

(more)

and Caesaria. In addition, there are visits to Haifa, port of welcome for new immigrants; Tel Aviv, a city that not long ago was a sand dune; Beersheba and the Negev, Israel's southland; and Acre, once the port of the Crusaders.

Evident in both programs is the diversity of the participants: Ethiopian Jews, who are Negroes; Yemenite Jews from Arabia, who speak a flawless classical Hebrew and look like Arabs; Sabras, the native-born Israelis, named for a spiny cactus plant; Druses, who look almost Arabic but have blond hair, brown eyes and a secret religion; Jews from India, Germany, Czechoslovakia, Poland, England, Holland and Egypt; Christians and Moslems. Cameras range freely over holy places and religious sites sacrosanct to Christians and Moslems as well as to Jews.

Prominent in "The People of the Book" (Nov. 8) are Israel's Premier David Ben-Gurion; engineers and technicians at the Technicon at Haifa, Israel's Institute of Technology; Druse children taught by a Christian Arab woman at a school building rented from the French Carmelite Order of Nuns, the cost borne by the State of Israel; Jewish orphans studying and learning trades at a children's village; scribes, soldiers, clerics, curators, archeologists, farmers, shepherds, stonemasons and merchants.

Doris Ann produced and Martin Hoade directed the programs. Rabbi Bernard Mandelbaum and Milton E. Krents were program editors for the Jewish Theological Seminary of America. Joseph Vadala was the photographer. Scripts are by Irve Tunick, and the orchestral scores composed and conducted by Jacques Belasco.

"Eternal Light," produced in cooperation with the Jewish Theological Seminary of America, is an NBC Public Affairs presentation.

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NBC-New York, 10/26/59

COLORCAST

FRED ASTAIRE IS SUBJECT OF LOOK MAGAZINE FEATURE

Fred Astaire, who will star on the NBC-TV Network colorcast special of "Another Evening with Fred Astaire" Wednesday, Nov. 4 (9-10 p.m. EST), is the subject of the cover story in the current issue of Look Magazine (dated Nov. 10). The article, first of two installments, was written by Bill Davidson, Look contributing editor, who spent much time with the star and with Astaire's associates. The feature includes a full-page photo layout of Astaire and his TV dancing partner, Barrie Chase, during a dance rehearsal for the Nov. 4 colorcast. The story includes anecdotes about Astaire's film career and his addiction to practical jokes, and reveals that "for his NBC-TV show this year, Astaire has devised a new satiric song-and-dance called 'Afterbeat,' which kids the beatniks."

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NBC-New York, 10/26/59



TRADE NEWS

2 COPIES X-H

October 27, 1959

LINCOLN NATIONAL LIFE INSURANCE COMPANY TO SPONSOR 'MEET MR. LINCOLN'
ON NBC-TV NETWORK FOR SECOND CONSECUTIVE YEAR FEB. 11, 1960
First Telecast of 'Project 20' Production Won Wide Acclaim

The Lincoln National Life Insurance Company of Fort Wayne, Ind., will sponsor the NBC-TV Network's "Project 20" production of "Meet Mr. Lincoln" for the second consecutive year Thursday, Feb. 11, 1960 (9-9:30 p.m. EST). Maxon, Inc., is the agency for the sponsor.

The program, produced and directed by Donald B. Hyatt, scored one of TV's biggest popular and critical successes upon its first presentation last Feb. 11, eve of the nationwide celebration of Lincoln's 150th birthday anniversary.

It won a Robert E. Sherwood Television Award for "the application of a brilliant technique to a familiar and important subject," and the National Academy of Television Arts and Sciences gave it an Emmy Award for "the best editing of a film for television."

Last Summer, it was chosen to represent U. S. network television at three international film festivals: the Prix Italia, at Sorrento, Italy; La Biennale di Venezia, at Venice, and the Edinburgh Festival.

(more)

"Meet Mr. Lincoln" portrays Abraham Lincoln as his contemporaries saw him. Its use of novel camera animation techniques gives movement and flow to century-old still photographs, prints, posters, and drawings. Richard Hanser's script is almost wholly in the words of Lincoln and his contemporaries, and Robert Russell Bennett's orchestral score features songs and marches of the period.

It was made by the unit responsible for "Victory at Sea" and the "Project 20" programs, the most recent of which was the warmly acclaimed "Life in the Thirties."

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NBC-New York, 10/27/59

ANNUAL MEETING OF NBC'S AFFILIATED RADIO AND TV STATIONS

TO BE HELD IN NEW YORK CITY NOV. 11-13

- - -

FCC's Robert E. Lee a Featured Speaker at First Day's Session

More than 300 representatives of the affiliated radio and television stations of the National Broadcasting Company will hold their annual meeting at the Plaza Hotel in New York City, Nov. 11-13.

FCC Commissioner Robert E. Lee will be one of the featured speakers of the opening day's meeting. He will address a meeting of the radio affiliates on the subject, "Networks--In Defense."

The television affiliates will hold their 13th annual meeting on Nov. 12 and on the following day the affiliates will hold closed business sessions.

NBC-New York, 10/27/59

NBC NEWS SETS UP DIRECT LINK WITH HAVANA
FOR COVERAGE OF MASS DEMONSTRATION BY
SUPPORTERS OF PREMIER FIDEL CASTRO

NBC News set up a direct line from Havana to New York yesterday (Monday, Oct. 26) and brought in live pickups of the mass demonstration by supporters of Premier Fidel Castro for telecast on news programs of the NBC-TV Network.

The circuit brought in live pictures continuously from 5 p.m. to 7:30 p.m. EST. The entire two-and-a-half hour pickup, made through station CMQ in Havana, was recorded on video tape and segments were fed live to the "Texaco Huntley-Brinkley Report."

Two live segments, including a two-way commentary by Chet Huntley in New York and NBC News correspondent Wilson Hall in Havana, were telecast on the "Texaco Huntley-Brinkley Report" at 6:45 p.m. EST.

Other segments, including parts of the speech of Premier Castro, were televised live on the later edition of the "Texaco Huntley-Brinkley Report," which is telecast for Western parts of the country.

The video tape of the rally was edited and fed to the network at 11 p.m. EST for use on local news programs. In New York, it was telecast on the "11th Hour News" on the NBC station, WRCA-TV.

The video tape, showing Premier Castro denouncing the United States, acknowledging the cheers of the crowd, and donning a peon's cap, was also used on the NBC-TV Network's "Today" program.

(more)

Besides Wilson Hall, NBC News had two other newsmen on the scene -- correspondent Edward Scott and cameraman John Hlavacek.

At one point during the demonstration, Hlavacek was threatened by an angry crowd when he attempted to film a placard. As the demonstrators closed in on him, armed guards from the Presidential Palace intervened and escorted him to safety.

Radio reports by the NBC News correspondents were broadcast on the NBC Radio Network's "World News Roundup," the "News of the World" and on the "News-on-the-Hour" reports throughout the day.

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NBC-New York, 10/27/59

'SUNDAY SHOWCASE'

CAST AND CREDITS FOR "THE MILTON BERLE SHOW" COLORCAST
ON NBC-TV NETWORK'S "SUNDAY SHOWCASE"
SUNDAY, NOV. 1, 8 to 9 P.M. EST

STAR: Milton Berle

GUEST STARS: Lucille Ball and Desi Arnaz

FORMAT: Comedy-drama

CAST: George Macready, Mike Mazurki, Marion Colby,
Lloyd Corrigan, Stephen Bekassy, Cyril
Delevanti, Nancy Kulp, Leslie Sheldon

PRODUCER: Irving Starr

EXECUTIVE PRODUCER: Milton Berle

DIRECTOR: Desi Arnaz

WRITTEN BY: Lou Derman and Arthur Julian

SCRIPT CONSULTANTS: Bob Schiller and Bob Weiskopf

DIRECTOR OF
PHOTOGRAPHY: Sid Hickox

EDITORIAL SUPERVISOR: Bill Heath

ART DIRECTOR: Ralph Berger

MAKEUP: Hal King and Bryon Poindexter

COSTUMER: Bob Christenson

CASTING: Kerwin Coughlin

ANNOUNCER: Frank Barton

SPONSOR (AND AGENCIES): E. I. du Pont De Nemours and Company, Inc.
(Batten, Barton, Durstine & Osborn Inc.)
and Warner-Lambert Pharmaceuticals Co.
(Lambert & Feasley Inc.)

NBC PRESS
REPRESENTATIVES: Norm Frisch (Hollywood); Al Cammann (N. Y.).

(more)

CAST AND CREW: "THE GREAT ESCAPE" TO BE FILMED IN LONDON
ON THE 15TH OF SEPTEMBER, 1964
SUBJECT: THE GREAT ESCAPE

STORY: ...
SCREENPLAY: ...
CAST: ...
DIRECTOR: ...
EXECUTIVE PRODUCERS: ...
PRODUCED BY: ...
WRITTEN BY: ...
EDITED BY: ...
DIRECTOR OF PHOTOGRAPHY: ...
ART DIRECTOR: ...
COSTUME DESIGNER: ...
MAKEUP: ...
HAIR: ...
CATERING: ...
TRANSPORT: ...
SOUND: ...
MUSIC: ...
PRODUCTION OFFICE: ...
DISTRIBUTION: ...

2 - Cast and Credits for 'The Milton Berle Show'

CAST OF CHARACTERS

MILTON BERLE.....Milton Berle
LUCY.....Lucille Ball
RICKY.....Desi Arnaz
EDDIE.....George Macready
RUTH BERLE.....Marion Colby
MAC.....Mike Mazurki
JUSTICE OF THE PEACE.....Lloyd Corrigan
MR. MONET.....Stephen Bekassy
VESTRYMAN.....Cyril Delevanti
WOMAN AT THE WELL.....Nancy Kulp
PAGE GIRL.....Leslie Sheldon
MAITRE D'.....Emelio Muscelli
DRUNK MAN.....Fred Sherman
DOORMAN.....Jack Berle
HOUSE COP.....Rodney Bell
SLOT MACHINE MAN.....Dick Bernie

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NBC-New York, 10/27/59

NBC TELEVISION NETWORK NEWS

October 27, 1959

FOOTBALL AND GOLF FEATURED ON THE NBC TELEVISION NETWORK
FOR $6\frac{1}{2}$ HOURS IN EAST AND SOUTH AND $5\frac{1}{2}$ HOURS IN WEST
ON PROGRAM SCHEDULE OF SATURDAY, NOV. 7

Football and golf dominate the NBC-TV Network schedule Saturday, Nov. 7 for a continuous six-and-a-half hours in the East and South, and for five-and-a-half hours in the Midwest and Far West.

In fact, the schedule is so packed with sports programs that one sportscast previously announced for that afternoon -- the Minneapolis-Detroit professional basketball game -- has been crowded out.

Nov. 7 is the split-network date on NBC-TV's national football slate, with the Boston College-Pittsburgh game set for color viewing in the East and South, and the Missouri-Air Force Academy contest to be seen in the Midwest and Far West. This arrangement has been revised to provide an extra treat for football fans in the East and South. They now will see the second half of the game in Missouri when the final whistle blows in Boston.

Here is NBC-TV's complete sports schedule for Nov. 7:

(more)

1 p.m. EST (In Eastern viewing area) AND
2 p.m. EST (in Western viewing area)

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1:15 p.m. EST

"College Football Time," pre-game show with Chris Schenkel as host.

Colorcast of Boston College-Pittsburgh game at Boston, Mass. (seen in East and South). Lindsey Nelson and Red Grange reporting. Kickoff at 1:30 p.m.

---O---

2:15 p.m. EST

Telecast of Missouri-Air Force Academy game at Columbia, Mo. (seen in Midwest and Far West). Mel Allen reporting. Kickoff at 2:30 p.m.

---O---

4-4:15 p.m. EST (approximate starting time)

East and South pick up Missouri-Air Force game in progress, at conclusion of B.C.-Pitt game.

---O---

5-5:15 p.m. EST (approximate starting time for 15-minute show)

"Kemper Football Scoreboard," with Bill Stern as host, at conclusion of Missouri-Air Force game.

---O---

5:15-5:30 p.m. EST (approximate starting time) to 7:30 p.m. conclusion

Final holes of Ryder Cup Matches between professional golfers of United States and Great Britain, at Palm Desert, Calif. Chick Hearn, Braven Dyer and Jerry Doggett reporting.

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CAST, CREDITS AND SYNOPSIS FOR BEETHOVEN'S "FIDELIO,"
SEASON'S OPENING COLORCAST OF NBC OPERA COMPANY,
SUNDAY, NOV. 8 (NBC-TV NETWORK, 4-6 P.M. EST)

CAST

Leonora.....Irene Jordan, soprano
Florestan.....John Alexander, tenor
Rocco.....Chester Watson, bass-baritone
Don Pizarro.....Lee Cass, bass
Marcellina.....Judith Raskin, soprano
Jaquino.....Fred Cushman, tenor
Don Fernando.....Kenneth Smith, bass

CONDUCTOR.....PETER HERMAN ADLER

CREDITS

PRODUCER.....SAMUEL CHOTZINOFF
MUSIC AND ARTISTIC DIRECTOR...PETER HERMAN ADLER
DIRECTOR.....KIRK BROWNING
Settings.....Trew Hocker
Costumes.....Lewis Brown
English version by.....Joseph Machlis

(more)

CAST, CREDITS AND SYNOPSIS FOR THEATREWORKS (1952)
 STAGG'S OPENING CREDITS - RED CROWN THEATRE
 (SEE LIST 4-5 1.M. 1952)

CAST

LAURENCE... From 1952, 1953
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(more)

2 - Cast, Credits and Synopsis for 'Fidelio'

CREDITS (CONT'D)

Audio director.....David Sarser
Assistant conductor.....Fredric Popper
Administrator.....Louis Ames
NBC Press Representative.....Leonard Meyers (New York)

SYNOPSIS

ACT 1 -- The scene is the courtyard of a Spanish prison. Jaquino is ready to marry Marcellina, but she now loves the new assistant, Fidelio, who is really Leonore in disguise as a man. Leonore is trying to find her husband who is imprisoned there. Rocco is the chief jailor and father of Marcellina. Don Pizarro, governor of the prison appears. He receives notice of an inspection visit of Don Fernando, a minister of the King. Since he has Florestan in prison illegally, he determines to kill him before the arrival of the minister. Rocco allows the prisoners to come out for some air, and Leonore searches among them to find her husband. But he is not among them.

ACT 2 -- Florestan in his dungeon despairs of getting out. He is weak with hunger. Leonore and Rocco come in to dig the grave on Pizarro's orders. Pizarro is about to stab Florestan when Leonore throws herself in between them. The trumpets of the arriving minister are heard, and Leonore holds Don Pizarro at bay at the point of a gun. The minister frees Florestan, Pizarro is arrested, and all sing praise of Leonore.

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SECRET (000000)

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SYNOPSIS

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NBC COLOR TELEVISION NEWS

October 28, 1959

'OUR AMERICAN HERITAGE'

Burgess Meredith Will Star in 'The Practical Dreamer,'
Colorcast Drama Based on Eli Whitney
On NBC-TV Network Sunday, Nov. 22

Burgess Meredith, distinguished stage, screen and television performer, has been signed to star as Eli Whitney in "The Practical Dreamer" Sunday, Nov. 22 on the NBC-TV Network (8-9 p.m. EST), the second of six dramatic special colorcasts on "Our American Heritage," it was announced today by Mildred Freed Alberg, producer of the series.

"The Practical Dreamer," a drama of a unique aspect in the life of Whitney, will be colorcast live from New York, Mrs. Alberg said, adding:

"The story of Whitney the man, his struggle and his contribution to our lives is of much greater excitement and dimension than the familiar story of the cotton gin inventor. This is the dramatic story we will present."

Additional casting for "The Practical Dreamer," which begins rehearsals on Nov. 8, will be announced shortly. Jack Smight will direct the teleplay by Paul Crabtree.

(more)

Meredith, a native of Cleveland, attended Amherst College and, in 1930, joined Eva LeGallienne's repertory company after working at a number of jobs, including those of a department store clerk, an ordinary seaman on a tramp freighter and a vacuum cleaner salesman. He had small parts in "Romeo and Juliet," "Outward Bound" and "Liliom."

He became a star of the New York theatre in 1933 with his performance as Red Barry in "Little Ol' Boy." Meredith's subsequent stage successes have included "She Loves Me Not," "The Barretts of Wimpole Street," "Flowers of the Forest," "Winterset," "High Tor," "Candida," "The Fourposter," "The Remarkable Mr. Pennypacker," "Tea-house of the August Moon" and "Major Barbara."

In 1939, he went to Hollywood to make two widely acclaimed motion pictures, "Years Without Days" and "Of Mice and Men." Meredith's additional film hits have included "The Story of G.I. Joe," "Diary of a Chambermaid," "A Miracle Can Happen" and "Man on the Eiffel Tower."

His many television performances have included "Our Town" on "Robert Montgomery Presents," "Hand in Glove" on "Suspicion" and, most recently, "Ah, Wilderness!" on "Hallmark Hall of Fame."

"Our American Heritage," produced by Milberg Enterprises Inc., premiered to nationwide critical acclaim on Sunday, Oct. 18, with "Divided We Stand," a drama starring Ralph Bellamy as Thomas Jefferson.

The series is prepared in collaboration with the editors of American Heritage, the magazine of history, and is sponsored by the Equitable Life Assurance Society of the United States, through Foote, Cone and Belding.

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NBC TELEVISION NETWORK NEWS

October 28, 1959

ROY ROGERS AND DALE EVANS HEAD CAST OF MORE THAN 500
IN GRAND NATIONAL CHAMPIONSHIP RODEO TELECAST
ON 'THE CHEVY SHOW' SUNDAY, NOV. 8

Roy Rogers and Dale Evans head a cast of more than 500 at the Grand National Championship Rodeo direct from San Francisco's Cow Palace on "The Chevy Show" Sunday, Nov. 8 on the NBC-TV Network, 9 to 10 p.m. EST. (NOTE: This program will be in black and white only).

Featured in support of Roy and Dale will be comedian Pat Brady, Trigger and Trigger Jr. and the Roy Rogers Liberty Horses, the Kings and Queens of the Rodeo Circuit, 350 square dancers, 16 Spanish dancers, rodeo clowns and two musical groups -- Robert Armbruster's Hollywood Orchestra and Chorus and the San Francisco Rodeo Orchestra.

The rodeo performers will compete in seven official championship events: saddle bronc riding, bareback bronc riding, calf roping, steer wrestling, bull riding, steer roping and team roping. Among these champion rodeo performers will be Casey Tibbs, Marty Wood, Jim Shoulders, Jack Buscomb, Benny Reynolds, Harry Tompkins, Dean Oliver, Jim Bynum and Guy Weeks. Cy Taillon will announce the events.

(more)

2 - 'The Chevy Show'

The square dancers, one of the largest groups ever to perform on television, will be one of the acts featured between rodeo events.

Trick and fancy riding stunts will be performed by Edith Happy, Pat North Ommert and May Boss.

A capacity crowd of 11,000 is expected at the Cow Palace for the event and will provide a live backdrop against which the action will unfold. The show will be directed by Alan Handley.

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NBC-New York, 10/28/59

NBC TELEVISION NETWORK NEWS

October 28, 1959

STEEL STRIKE IS SUBJECT OF CHET HUNTLEY REPORT

Nov. 1 Telecast Includes Interview With Fred Hartley and a Look
At Problems of Putting Struck Steel Mill Back in Operation

An interview with a co-sponsor of the Taft-Hartley Act and a look at the problems of putting a struck steel mill back in operation will be featured on "Time: Present--Chet Huntley Reporting" Sunday, Nov. 1 on the NBC-TV Network (5:30-6 p.m. EST).

Former Representative Fred Hartley (R.-N.J.) will give his views on the Taft-Hartley Act as it has applied to the current nationwide steel strike. He co-sponsored the act with the late Senator Robert A. Taft (R.-Ohio).

A filmed report will examine the process of firing up the Fontana (Calif.) plant of the Kaiser Steel Corporation, which has signed a contract agreement with the striking United Steelworkers. Maintenance workers began starting furnaces at the Fontana plant this week.

"Time: Present--Chet Huntley Reporting" is an NBC News presentation produced by Reuven Frank. Eliot Frankel is associate producer.

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EDGAR F. KAISER, CHAIRMAN OF KAISER STEEL,
IS 'MEET THE PRESS' GUEST SUNDAY, NOV. 1

Edgar F. Kaiser, chairman of the board of the Kaiser Steel Corporation, will be the guest on "Meet the Press" Sunday, Nov. 1 (NBC-TV Network, 6-6:30 p.m. EST; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EST; WRCA time, 10:35-11 p.m. EST).

Kaiser Steel signed a contract agreement this week with the United Steelworkers of America, independently of the other 11 steel companies involved in negotiations in the nationwide steel strike, which is now in its fourth month.

Kaiser will be interviewed by John Steele of Time Inc., Richard Wilson of Cowles Publications, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." The fourth panelist will be announced soon. The program, a Public Affairs presentation of NBC News, will be telecast live from Washington.

NBC-New York, 10/28/59

'SUNDAY SHOWCASE'

CORRECTION, PLEASE

'THE MILTON BERLE SHOW' NOT IN COLOR SUNDAY, NOV. 1

The cast and credits for "The Milton Berle Show" on "Sunday Showcase" Nov. 1 (NBC-TV Network, 8-9 p.m. EST) incorrectly listed the program as a colorcast. The program of this date is in black and white only. All other information in the credits (on yellow paper) mailed yesterday (Oct. 27) is correct.

NBC-New York, 10/28/59

NBC COLOR TELEVISION NEWS



October 28, 1959

'ANOTHER EVENING WITH FRED ASTAIRE'

- - -

Star Will Introduce a New Dance on Nov. 4 Colorcast Special;
Other Highlights Listed for Cast of Full-Hour Presentation

FOR RELEASE FRIDAY A.M., OCT. 30

Fred Astaire, whose NBC-TV Network show last season won nine Emmys, will introduce "The Afterbeat" -- a new dance step of his own creation -- among the 10 production numbers to be presented on the colorcast of "Another Evening with Fred Astaire" Wednesday, Nov. 4 (NBC-TV Network, 9-10 p.m. EST).

During the special full-hour show, he will be joined again by Barrie Chase, the Jonah Jones Quartet, David Rose and his Orchestra, as well as the Bill Thompson Singers and Ken Nordine, who will appear with him for the first time. The show will also feature eight male and eight female dancers.

Astaire is executive producer of the show. Alan "Bud" Yorkin is producer and director. Choreography is by Hermes Pan.

The colorcast is sponsored by the Chrysler Corporation through the Leo Burnett Company Inc. ("Another Evening with Fred Astaire" will pre-empt "Perry Como's Kraft Music Hall" on Nov. 4 only.)

(more)

2 - 'Another Evening with Fred Astaire'

Following are the numbers that will be presented on the show:

I. "THE AFTERBEAT"

Astaire and the 16 dancers. Rose and orchestra and the Thompson singers. Astaire wrote this number in collaboration with Johnny Mercer, Astaire writing the music, Mercer the lyrics. The number introduces Fred's dance step, "The Afterbeat."

II. "THAT FACE"

Astaire and Miss Chase. Rose and orchestra and the Thompson singers.

III. SPECIALTY NUMBER

Astaire and drummer Alvin Stoller.

IV. THE JONAH JONES QUARTET

Medley.

V. "NIGHT TRAIN"

Astaire and 16 dancers. Jones, Rose and orchestra, and the Thompson singers.

VI. "MY BABY"

Astaire and Miss Chase. Dancers. Original number narrated by Nordine from his Dot Records album, "Word Jazz."

VII. "WALTZIN' MATILDA"

Sixteen dancers. Rose and orchestra.

VIII. "SOPHISTICATED LADY"

Astaire, Miss Chase and male dancers. Rose and orchestra.

IX. MEDLEY

Astaire (sings and dances).

X. FINALE: "THE AFTERBEAT"

Astaire, Miss Chase, dancers.

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CAST AND CREDITS FOR 'ANOTHER EVENING WITH FRED ASTAIRE,'
COLORCAST SPECIAL ON THE NBC TELEVISION NETWORK,
WEDNESDAY, NOV. 4, 9-10 P.M. EST

STAR: Fred Astaire

WITH: Miss Barrie Chase

AND: The Jonah Jones Quartet, The Bill
Thompson Singers, David Rose and His
Orchestra and Ken Nordine

DANCERS: Eight male and eight female dancers

DRUMMER: Alvin Stoller

ANNOUNCER: Art Gilmore

EXECUTIVE PRODUCER: Fred Astaire

PRODUCER-DIRECTOR: Bud Yorkin

CHOREOGRAPHY BY: Hermes Pan

MUSICAL DIRECTOR: David Rose

CHORAL DIRECTION BY: Bill Thompson

ART DIRECTOR: Ed Stephenson

ASSOCIATE DIRECTOR: Roy Montgomery

UNIT MANAGER: Darrell Ross

TECHNICAL DIRECTOR: Joe Strauss

PROGRAM SUPERVISOR: Karel Pearson

SPONSOR: Chrysler Corporation

AGENCY: Leo Burnett Company, Inc., (John Christ,
executive producer for the Leo Burnett
Company)

PRODUCTION: Ava Productions, Inc.

ORIGINATION: Hollywood

PRE-EMPTS (THIS DATE ONLY): "Perry Como's Kraft Music Hall"

NBC PRESS REPRESENTATIVES: Rolf Gompertz (Hollywood), Al Cammann
(N. Y.)

CAST AND CREDITS FOR "THE GREAT ESCAPE" WITH "THE GREAT ESCAPE"

WEDNESDAY, NOV. 4, 9:10 P.M. EST

STARRING:	THE GREAT ESCAPE
WITH:	THE GREAT ESCAPE
AND:	THE GREAT ESCAPE
DIRECTED BY:	THE GREAT ESCAPE
PRODUCED BY:	THE GREAT ESCAPE
EXECUTIVE PRODUCERS:	THE GREAT ESCAPE
SCREENPLAY BY:	THE GREAT ESCAPE
MUSICAL DIRECTION:	THE GREAT ESCAPE
ORIGINAL DIRECTION BY:	THE GREAT ESCAPE
ART DIRECTION:	THE GREAT ESCAPE
ASSOCIATE DIRECTOR:	THE GREAT ESCAPE
UNIT MANAGER:	THE GREAT ESCAPE
EXECUTIVE DIRECTOR:	THE GREAT ESCAPE
PROGRAM SUPERVISOR:	THE GREAT ESCAPE
EDITOR:	THE GREAT ESCAPE
AGENCY:	THE GREAT ESCAPE
PRODUCTION:	THE GREAT ESCAPE
CO-PRODUCTION:	THE GREAT ESCAPE
PRE-SENTS (THIS DATE ONLY):	THE GREAT ESCAPE
AND PRESS REPRESENTATIVES:	THE GREAT ESCAPE

CAST AND CREDITS FOR 'THE DEAN MARTIN SHOW' ON 'FORD STARTIME'
NBC-TV NETWORK COLORCAST, TUESDAY, NOV. 3 (9:30-10:30 P.M. EST)

STAR: Dean Martin

GUEST STARS: Frank Sinatra and Mickey Rooney

ALSO IN THE CAST: The dance team of Augie and Margo

FORMAT: Musical variety

EXECUTIVE PRODUCER: Hubbell Robinson for Hubbell Robinson
Productions, Inc.

PRODUCER-DIRECTOR: Jack Donohue

WRITTEN BY: Herbert Baker and Robert O'Brien

MUSIC BY: David Rose

MUSIC COORDINATOR: Mark Gray

UNIT MANAGER: George Habib

ART DIRECTOR: Robert Kelly

COSTUMES DESIGNED BY: Ray Aghayan

MAKE-UP: John Chambers

LIGHTING DIRECTOR: Jim Kilgore

AUDIO: Howard Cooley

SENIOR VIDEO: Ray Olsen

ANNOUNCER: Don Rickles

SPONSOR (AND AGENCY): The Ford Motor Company (through J. Walter
Thompson Company)

ORIGINATION: NBC Color Studios, Burbank, Calif.

NBC PRESS
REPRESENTATIVES: Norm Frisch (Hollywood), Charlie Gregg,
New York.

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NBC-New York, 10/28/59

CAST AND CREDITS FOR THE TV SHOW, ON TWO PARTS
 ABC-TV NETWORK, TUESDAY, MAY 2 11:30-12:30 P.M. (EST)

STORY:	John Jayne
QUEST: STAFF:	Frank Sinatra and Woody Jones
ALSO IN THE CAST:	The names of the other cast members
SCENARIO:	Robert Wright
PRODUCING PRODUCTION:	Robert Wright and John Jayne
	Thompson, Inc.
PRODUCER-DIRECTOR:	John Jayne
WRITTEN BY:	Robert Wright and John Jayne
MUSIC BY:	John Jayne
CAST COORDINATOR:	John Jayne
UNIT MANAGER:	John Jayne
ART DIRECTOR:	Robert Wright
CONTINUED BY:	John Jayne
MAKE-UP:	John Jayne
LIGHTING DIRECTOR:	John Jayne
AUDIO:	John Jayne
STUDIO VIDEO:	John Jayne
FINANCING:	John Jayne
SPONSOR (AND AGENTS):	The John Jayne Company (through J. Jayne)
ORIGINATOR:	John Jayne
THE THIRD REPRESENTATIVES:	John Jayne

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NBC COLOR TELEVISION NEWS



October 29, 1959

'MERMAN ON BROADWAY'--A 'FORD STARTIME' COLORCAST

Ethel Merman Will Be Joined by Tab Hunter, Fess Parker
And Tom Poston in Musical Salute to Her Career
On the NBC-TV Network Tuesday, Dec. 1

Tab Hunter, Fess Parker and Tom Poston have been signed to join Ethel Merman in the "Ford Startime" colorcast musical salute to Miss Merman's career, "Merman on Broadway" Tuesday, Dec. 1 (NBC-TV Network, 9:30-10:30 p.m. EST), to be produced and staged by Roger Edens.

(NOTE: "Merman on Broadway" is the new title for the musical presentation previously listed as "An Evening with Miss Ethel Merman.")

According to an announcement by Hubbell Robinson, executive producer of the "Startime" series, "Merman on Broadway" will be directed by Gregg Garrison and written by A. J. Russell and Joe Bigelow. Music for the colorcast will be arranged and conducted by Jack Kane; choreography will be by Lee Scott, costumes by Donald Brooks, and art direction by Charles Rosen.

The musical variety presentation, ninth in the "Startime" series of 39 colorcast specials, will feature highlights of Miss Merman's career in song and dance -- from her show-stopping 1930 Broadway debut in "Girl Crazy" to the current Merman hit, "Gypsy."

(more)

Other Merman triumphs on Broadway have included "George White's Scandals," "Take a Chance," "Anything Goes," "Red, Hot and Blue," "Stars in Your Eyes," "Panama Hattie," "Something for the Boys," "Annie, Get Your Gun," "Call Me Madam" and "Happy Hunting."

"Merman on Broadway" will be a first television assignment for Edens, who has previously limited his activities to motion pictures. Associated with M-G-M for many years, his production credits include "The Barkleys of Broadway," "The Harvey Girls," "Good News," "Silk Stockings" and, most recently, "Funny Face," which co-starred Fred Astaire and Audrey Hepburn.

Hunter, one of Hollywood's most popular and busiest young stars, made three motion pictures in 1959 -- "Lafayette Escadrille," "Gunman's Walk" and "Damn Yankees" -- in addition to numerous television dramatic roles and guest appearances.

Parker, known to millions of youngsters for his portrayal in the title role of the "Davy Crockett" TV series on "Disneyland," has had numerous other television roles and starred in two 1959 Walt Disney motion picture releases, "Old Yeller" and "The Light in the Forest."

Poston, a veteran of many television roles on the NBC-TV Network including three years as "the man on the street" of "The Steve Allen Show," currently is host and star of NBC-TV's audience-participation program, "Split Personality." He also stars in the new Broadway hit comedy, "Golden Fleecing," and is a regular panelist on "To Tell the Truth" on CBS-TV.

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NBC COLOR TELEVISION NEWS



October 29, 1959

TOP PERFORMERS IN 'ONCE UPON A CHRISTMAS TIME'

Claude Rains, Charles Ruggles and Kate Smith in Leading Roles
And Margaret Hamilton and Ronnie Robertson Featured in Yule
Fable by Paul Gallico to be Colorcast Wednesday, Dec. 9

Claude Rains will have the starring role in Paul Gallico's holiday fable, "Once Upon a Christmas Time," which will be colorcast on the NBC-TV Network Wednesday, Dec. 9, 7:30 to 8:30 p.m. EST. Charles Ruggles will co-star in the full-hour, pre-Christmas production and Kate Smith will be the special guest star. (NOTE: The title of the show was previously announced as "The 13th Orphan.")

Actress Margaret Hamilton and international skating champion and "Ice Capades" star Ronnie Robertson will have featured roles.

The Longines Symphonette and the Wittnauer Choraleers will interpret the late Victor Young's music and special numbers written by Al Stillman and Robert Allan.

Rains will portray John the woodcutter, the principal figure in the fantasy about 13 orphans who spend Christmas in a small New England town.

(more)

2 - 'Once Upon a Christmas Time'

Ruggles, who was the featured guest on NBC-TV's "This Is Your Life" telecast last night (Oct. 28.), will play the mayor of the town. Miss Smith portrays a famous singer who returns to her native village for the holidays. Miss Hamilton is cast as mistress of the orphanage and Robertson will be spotlighted in several skating production numbers.

The program will be staged by Leon Leonidoff of New York's Radio City Music Hall and will be produced by Jack Philbin.

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NBC-New York, 10/29/59

WELLES HANGEN OF NBC NEWS ARRIVES IN NEW DELHI, INDIA

NBC News correspondent Welles Hangen has arrived in New Delhi to investigate the possibility of opening an NBC News bureau in the Indian capital.

Hangen has headed the Cairo bureau of NBC News since December, 1956, and has covered major news developments in the Middle East and North Africa for the NBC-TV and NBC Radio Networks.

PANEL COMPLETED FOR EDGAR F. KAISER'S "MEET THE PRESS" APPEARANCE

A. H. Raskin of the New York Times will be the fourth member of the panel interviewing Edgar F. Kaiser, chairman of the board of the Kaiser Steel Corporation, on "Meet the Press" Sunday, Nov. 1 (NBC-TV Network, 6-6:30 p.m. EST; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EST; WRCA time, 10:35-11 p.m. EST).

Other panelists, as previously announced, will be John Steele of Time Inc., Richard Wilson of Cowles Publications, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press."

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NBC-New York, 10/29/59

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NBC COLOR TELEVISION NEWS



October 30, 1959

'BELL TELEPHONE HOUR'

Salute to Irving Berlin (in Song and Dance) and Other Musical
And Choreographic Features Scheduled for Noted Stars
In Colorcast Special of Friday Night, Nov. 6

A salute to composer Irving Berlin with singers John Raitt, Jaye P. Morgan, Johnny Desmond, the Four Lads and dancers Taina Elg and Gene Nelson will open the "Bell Telephone Hour" colorcast Friday, Nov. 6 (NBC-TV Network, 8:30-9:30 p.m. EST).

Among the selections chosen from Berlin's 645 songs will be "Say It with Music," "Always," "Blue Skies," "They Say It's Wonderful," "Alexander's Ragtime Band," "Let's Face the Music and Dance" and "The Song Is Ended."

Fourteen-year-old concert pianist Lorin Hollander will be heard in the "Waltz in C Sharp Minor" by Chopin and, with the Bell Telephone Orchestra directed by Donald Voorhees, he will play the finale of Saint-Saens' "Concerto No. 5 in F."

Ballet dancers Allegra Kent and Jacques D'Amboise will join Miss Elg and Nelson in an original choreographic piece by Nelson titled "Dance Impressions."

(more)

2 - 'Bell Telephone Hour'

The entire company will be joined by the Idlers of the U. S. Coast Guard Academy Glee Club in a special salute to Veterans Day. Songs in this section will include "Battle Hymn of the Republic," "Yankee Doodle," "Jefferson and Liberty," "Tenting Tonight," "My Maryland," "Dixie," "When Johnny Comes Marching Home," "There Is Nothing Like a Dame" and "America the Beautiful," among others.

The entire program is being choreographed by Nelson, who will sing and dance in the numbers as well. Ted Mills is producer and writer of this program in the Bell series. Barry Wood is executive producer.

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NBC COLOR TELEVISION NEWS



October 30, 1959

'SUNDAY SHOWCASE'

JIMMIE RODGERS ADDED TO ALL-STAR CAST
OF JIMMY DURANTE'S DEC. 6 SPECIAL,
"GIVE MY REGARDS TO BROADWAY"

Singing star Jimmie Rodgers has been added to the guest roster for Jimmy Durante's "Give My Regards to Broadway" color special, the "Sunday Showcase" presentation of Dec. 6 (8-9 p.m. EST) on the NBC-TV Network.

Guest stars previously announced are Ray Bolger, Jane Powell and Eddie Hodges.

Charles Isaacs who will produce the colorcast, has signed writers Irving Elinson, Fred Fox, Ben Freedman and Danny Simon for his second Durante special of the season. Dick McDonough will be director.

NBC COLOR TELEVISION NEWS



October 30, 1959

BIG-HIT TUNES FROM BIG BROADWAY SHOWS WILL BE SUNG
BY BIG-NAME STARS IN 'MUSIC FROM SHUBERT ALLEY'

Some of the biggest song hits ever presented in the Broadway musical comedies which played the theatres in the vicinity of New York City's famous Shubert Alley will be sung and danced in the "Music From Shubert Alley" colorcast Friday, Nov. 13 on the NBC-TV Network (10-11 p.m. EST). Andy Williams, Alfred Drake, Lisa Kirk, Doretta Morrow, Ray Walston, Betty Comden and Adolph Green and three featured dancers from the cast of the Broadway musical "Destry Rides Again" will star in the full-hour special show.

Williams will open with "Everything's Coming Up Roses" from "Gypsy" and will be followed by Drake singing "Oh, What a Beautiful Morning" which Drake sang in the original production of "Oklahoma!"

Miss Kirk will sing "Why Can't You Behave?" from "Kiss Me Kate," followed by the comedy tune "Those Were the Good Old Days" from "Damn Yankees" to be sung by Walston.

Williams' next number is "I've Grown Accustomed to Her Face" from "My Fair Lady." Then Miss Morrow will sing "Baubles, Bangles and Beads" from the show "Kismet" in which she starred.

(more)

2 - 'Music From Shubert Alley'

Miss Comden and Green will sing the opening number from their recent Broadway show, "A Party," an original entitled "Good Morning to the Sun." Then dancers Marc Breaux, Swen Swenson and George Reeder of the current Broadway hit "Destry Rides Again" will perform "The Whip Dance," which was choreographed by Michael Kidd.

Williams, Drake, Miss Kirk and Miss Morrow will join in a medley of famous show tunes ranging from "Liza" to "Just My Bill," and from "Old Man River" to "Mack the Knife."

Walston will illustrate a page of Broadway history vocally with "Tell Me Pretty Maiden," after which Drake and Miss Morrow will sing another song from an early era, "Love Me Tonight." Miss Kirk will sing "Shakin' the Blues Away" and "Moanin' Low," followed by Miss Comden and Green singing "New York, New York."

The show will close with Williams singing "Look for the Silver Lining."

"Music From Shubert Alley" will be produced by Nick Vanoff, and directed by Vanoff and James Elson.

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October 30, 1959

ADDITIONAL CASTING FOR 'OUR TOWN'

ON 'THE ART CARNEY SHOW'

Additional casting for the "Our Town" colorcast on "The Art Carney Show" Friday, Nov. 13 (NBC-TV Network, 8:30 to 10 p.m. EST), has been completed with three of the colorcast's major roles now filled.

In the role of cynical choirmaster, Simon Stimson will be Roberts Blossom. As Editor Webb, George's father, and a leading citizen of the town of Grover's Corner, Conn., will be Jerome Kilty. Young Ronnie Gates will play the role of Wally Webb, younger brother to the leading female figure -- Emily Webb (to be played by Kathleen Widdoes).

Art Carney, star of the color series (presented on selected dates), will be seen in the role of the Stage Manager who acts as commentator and narrator for the tender Thornton Wilder drama about birth, love, marriage and death in a small American village at the turn of the century. The drama will be staged and directed by Jose Quintero.



October 30, 1959

DANCE STARS MARGE AND GOWER CHAMPION WILL SHOW
OWN INTERPRETATIONS OF GEORGE GERSHWIN MUSIC
ON 'BELL TELEPHONE HOUR' FRIDAY, NOV. 20

The dancing Champions, Marge and Gower, will show their own special interpretations of the music of George Gershwin when they appear on the "Bell Telephone Hour" Friday, Nov. 20 on the NBC-TV Network (8:30-9:30 p.m. EST). The full-hour special colorcast, which Gower Champion will stage and choreograph, will be devoted entirely to Gershwin's music.

Ira Gershwin, who wrote the lyrics for some of his brother's finest songs, will act as music consultant on the program. Singers Polly Bergen, Vic Damone and Ella Fitzgerald and pianist Andre Previn will also be featured on the telecast. All will be accompanied by Donald Voorhees and the Bell Telephone Orchestra.

The Champions have proved that they were "born to dance" in virtually every field of entertainment -- Broadway, motion pictures, television and nightclubs. Outstanding as individual dancers, they have merged their creative talents into one of the top dance teams of the country.

Marge and Gower first met as classmates in a Los Angeles junior high school, but without any thought of dancing together.

(more)

2 - Marge and Gower Champion

Marge started her career in her father's dance studio at the age of eight, went on to dance in the movies and West Coast light operas during her teens and then headed for New York. Gower won a dance competition at 15 which led to several years of cross-country touring, danced in the Coast Guard's "Tars and Spars" during World War II, appeared in several pictures after the war and then headed for New York.

Meeting again, Marge and Gower teamed up in a nightclub act that was an immediate success. After their marriage in 1947, Gower took on additional tasks of direction and production and won both the Donaldson and Antoinette Perry Awards for his choreography of the highly successful "Lend an Ear."

The team made a triumphant return to Hollywood where they made seven pictures in six years, sandwiched in between nightclub and TV engagements. In 1955 they made a 72-city tour in "Three for Tonight" with folk singer Harry Belafonte. Their television work included a full-hour story of their own careers on "The Ed Sullivan Show."

Their appearance in the "Bell Telephone Hour's" all-Gershwin program on Nov. 20 will be their first live TV date of the current season.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE
For Week of Nov. 8-14 (All Times EST)

Sunday, Nov. 8

4-6 p.m. -- The NBC Opera Company presents Beethoven's "Fidelio" in a new English version by Joseph Machlis, especially commissioned by NBC.

7-8 p.m. -- "Riverboat" (in color tonight only). "A Night at Trappers Landing," with guest star Ricardo Montalban. Darren McGavin and Burt Reynolds co-star in the series.

8-9 p.m. -- "Sunday Showcase" presents "Murder and the Android," starring Kevin McCarthy, Rip Torn, Suzanne Pleshette, Vladimir Sokoloff and Sono Osato.

Monday through Friday, Nov. 9-13

6:30-7 a.m. -- "Continental Classroom" -- course in modern chemistry.

12:30-1 p.m. -- "It Could Be You" -- with Bill Leyden as emcee.

Monday, Nov. 9

10-11 p.m. -- "The Steve Allen Plymouth Show." Guests tonight are Peggy Lee, George Jessel, Chuck Connors and Billy Eckstine.

Tuesday, Nov. 10

9-9:30 p.m. -- "The Arthur Murray Party" -- tonight's guests are George Raft, Alan Young and Kim Hunter.

(more)

2 - NBC-TV Network Colorcast Schedule

Tuesday, Nov. 10 (Cont'd)

9:30-10:30 p.m. -- "Ford Startime" presents Sir Alec Guinness in "The Wicked Scheme of Jebal Deeks." Supporting cast includes Charles Coburn, Henry Jones, Patricia Barry, Roland Winters and William Redfield.

Wednesday, Nov. 11

8:30-9 p.m. -- "The Price is Right" -- with Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" -- Perry's guests tonight are Janis Paige, singer Frankie Vaughan, choreographer Anna Sokolow (with dancers and musicians) and Maurice Gosfield, Billy Sands and Herbie Faye of Sgt. Bilko's Platoon.

Thursday, Nov. 12

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest Minnie Pearl.

Friday, Nov. 13

8:30-10 p.m. -- "The Art Carney Show" presents "Our Town," starring Art Carney as the Stage Manager.

10-11 p.m. -- "Music from Shubert Alley," starring Andy Williams (as host), Alfred Drake, Doretta Morrow, Lisa Kirk, Ray Walston, Betty Comden and Adolph Green and dancers Marc Breau, Swen Swenson and George Reeder from "Destry Rides Again."

Saturday, Nov. 14

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza." Tonight's drama is "The Magnificent Adah."

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October 30, 1959

VINTAGE GROUCHO HITS THE BEST-SELLERS

Marxman's Autobiography Welcomed by Noted Fellow Pen Pals
And Reaches "Top Ten" Book Sales Lists Throughout Land

"Groucho and Me," the autobiography of a well-known NBC quizmaster, stands acclaimed this week by book reviewers from coast-to-coast.

The book, now well up in the "top ten" of the nation's non-fiction best-sellers, was described by humorist James Thurber in the New York Herald Tribune as "an important contribution to the history of showbusiness and to the saga of American comedy and comedians, comics and comicality."

Said John Barkham in the Saturday Review: "I commend without reservation this memoir by the old master. The wit is vintage Groucho."

Abel Green, in the New York Times, said the book "has the same incisive quality in close-ups of a departed form of showbusiness as did the books by Fred Allen and Gypsy Rose Lee."

The Chicago Tribune's Larry Wolters wrote: "When you get your copy, my advice is to ration yourself to a chapter a night -- it's that delectable."

From the San Francisco Chronicle: "...funny, witty, disrespectful, colorful and constantly as fresh as Groucho himself.

"Groucho Marx--You Bet Your Life" is on the NBC-TV Network Thursdays (10 p.m. EST) and on the NBC Radio Network Mondays (8:05 p.m. EST).

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